MANITOBA PRODUCT STEWARDSHIP CORPORATION

ANNUAL REPORT

APRIL 1, 2002, TO MARCH 31, 2003

THE MANITOBA PRODUCT STEWARDSHIP CORPORATION (MPSC) WAS ESTABLISHED ON JANUARY 1, 1995. THE MPSC'S CORE MANDATE AS DESCRIBED IN MANITOBA REGULATION 39/95 IS:

(a) to establish and administer a waste reduction and prevention program for designated materials for Manitoba consistent with the principles of sustainable development as set out in Section 1 of the WRAP (Waste Reduction and Prevention) Act;

(b) to provide for the effective, efficient and economical management of waste materials; and

(c) to administer the Multi-Material WRAP Fund.

THE MULTI-MATERIAL WRAP FUND SHALL BE USED TO PROVIDE OR PAY FOR ANY OR ALL OF THE FOLLOWING:

a. establishing and administering a waste reduction and prevention program for designated material;

b. education programs for the purpose of the waste reduction and prevention program for designated material;

c. expenditures incurred in the collection, transportation, storage, processing and disposal of designated material in connection with the waste reduction and prevention program;

d. research and development activities related to the management of designated material;

e. promotion and development of activities and economic instruments to encourage reduction and prevention of waste designated material;

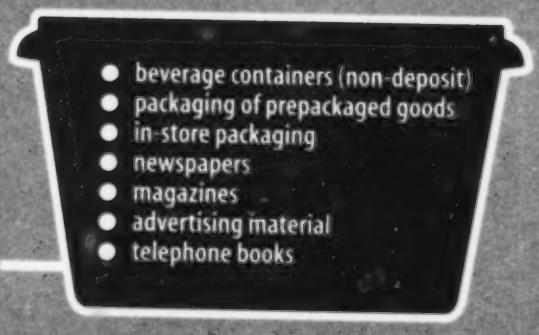
f. the appropriate disposal of waste designated material;

g. salaries and other costs of the Board and the Fund;

h. salaries and other costs of government for the administration and enforcement of the Act and this regulation as they relate to the responsibilities of the Board and the regulations respecting reduction and prevention of waste designated material.

MPSC's current mandate (MB 39/95)

Use revenues from levies or voluntary contributions to support the cost-effective diversion of specific **designated materials** from waste disposal.



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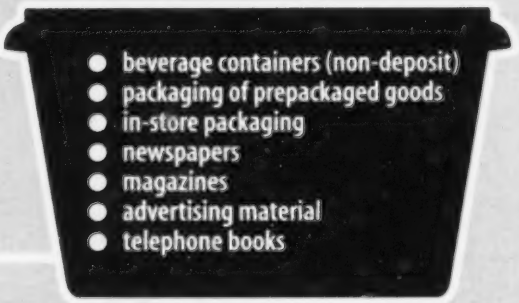

- beverage containers (non-deposit)
- packaging of prepackaged goods
- in-store packaging
- newspapers
- magazines
- advertising material
- telephone books

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Table of Contents

Chair's Message 2

General Manager's Message 4

Municipal Programs 10
- Recovery of Eligible Materials 11
- Recycling Trends in Participating Municipalities 11
- Municipal Recycling Support Payments 12
- Breakdown of Municipal Recycling Support Payments Distributed 12
- By-Material Recovery of Eligible Materials 16
- Overall Recovery of Designated Materials in Manitoba 17
- Municipal Recycling in Manitoba: MPSC Regions 18
- Municipal Recycling in Manitoba: Regional Summary 19

Promotion and Education 23
- Municipal Promotion and Education 23
- Communities Gaining Weight Program 24
- Free P & E Materials 24
- Communications with Local Recycling Representatives 25
- STAR Program 26
- STAR Communications 26
- STAR Partnerships 27
- P & E — Other Stakeholders 28

Technical Services and Support 29
- Manitoba's Recycling Evolution Continues 29
- Key Services: 31
- 2002 Regional Meetings 31
- 2002 Annual Workshops 31
- Annual Workshop Locations 31
- Star Plus Program 32

Steward Programs 33
- Stewards of Designated Materials 33
- Container Sales 34
- Container Weight 35

Financial Statements 36
- Auditors' Report 37

Chair's Message

The Manitoba Product Stewardship Corporation has concluded another successful year in supporting recycling programs and activities in Manitoba in 2002 - 2003. I can point, with pride, to the following accomplishments over this period:

- material recovery has increased by double digits again this year, up about 13% overall;
- municipal payouts increased by $725,000;
- programming and recovery has increased in all regions of the province;
- the corporation's operating reserve is declining as material recovery continues to increase;
- steps such as reducing corporate advertising to focus on local promotion and education, and prudent financial management ensure that MPSC will remain sustainable while addressing long-term funding and payment issues; and
- based on estimated generation numbers gathered through 2000 Residential Waste Composition Studies, recovery rates of designated materials from residential sources is equivalent to 56%.

The multi-material approach in Manitoba works. It works so well that it will offer us challenges in the next few years, as our fixed revenue source is called upon to fund expanding recycling programs. MPSC is entering another three-year business plan process and options to deal with these and other issues will be discussed with stakeholders and government in the coming year.

The Corporation, through the hard and dedicated work of its staff and under the guidance of an engaged Board of Directors, continues to be in solid shape. It is well positioned to meet the challenges ahead.

Norman B. Brandson,
Chair

MPSC BIDS FAREWELL TO LONG-STANDING DIRECTORS

This year MPSC bade farewell to two long-term members of the MPSC Board of Directors.

Vern Dyck and Gerald Dorge have been involved with MPSC since its inception. Both were members of the implementation committee that helped develop the framework under which MPSC still operates today. Both were also members of the MPSC executive committee, where their contributions were many.

Vern sold his interest in two Manitoba grocery stores and will concentrate on the store he owns in Ontario, as well as spending time with his grandchildren. Gerald left the newspaper publishing business and now heads Enterprise Riel, an economic development corporation based in St. Boniface.

The MPSC extends our sincerest thanks to both Vern and Gerry and wishes them both good luck in their future endeavours.

Message du président

En 2002-2003, la Corporation manitobaine de gestion des produits désignés (CMGPD) a connu un autre exercice couronné de succès dans le soutien aux programmes et aux activités de recyclage au Manitoba. Je peux signaler avec fierté les réalisations suivantes au cours de la période :

- la récupération des matériaux désignés s'est accrue de plus de 10 % encore une fois cette année, affichant une hausse générale d'environ 13 %;
- le montant des subventions versées aux municipalités s'est accru de 725 000 $;
- les programmes et la récupération ont connu une augmentation dans toutes les régions de la province;
- le fonds de réserve de la Corporation s'amenuise au fur et à mesure que la récupération des matériaux désignés s'accroît;
- des mesures telles que la réduction des dépenses de publicité, pour concentrer les ressources sur la promotion et l'information locales, et une gestion financière prudente ont permis d'assurer le maintien de la viabilité de la Corporation tout en abordant les questions du financement et des paiements à long terme;
- selon les données estimatives de production de déchets recueillies dans le cadre des études de composition des déchets résidentiels entreprises en 2000, les taux de récupération des matériaux désignés de source résidentielle sont égaux à 50 % des déchets produits.

L'approche du recyclage de matériaux multiples fonctionne au Manitoba. Elle fonctionne si bien que nous devrons relever de nouveaux défis au cours des prochaines années, étant donné que nos revenus fixes devront financer des programmes de recyclage en expansion. La Corporation entreprend l'élaboration d'un nouveau plan d'entreprise triennal et les options de résolution des problèmes de financement et d'autres problèmes feront l'objet de discussions avec les intervenants du secteur et le gouvernement au cours du nouvel exercice.

Grâce au travail acharné et dévoué de son personnel et à l'orientation offerte par un conseil d'administration engagé, l'état de la Corporation continue d'être excellent. Cette dernière occupe une position privilégiée pour relever les défis de l'avenir.

Norman B. Brandson,
Président

LA CMGPD FAIT SES ADIEUX À DES MEMBRES DE LONGUE DATE DE SON CONSEIL D'ADMINISTRATION

Cette année, la Corporation a dit adieu à deux membres de longue date de son conseil d'administration.

Vern Dyck et Gérald Dorge participent aux activités de la Corporation depuis ses débuts. Ils étaient membres tous deux du comité de mise en œuvre qui a participé à l'élaboration du cadre de travail qui régit encore aujourd'hui les activités de la Corporation. Ils ont été également membres du comité de direction de la Corporation, où leur apport a été important.

Vern a vendu ses intérêts dans deux épiceries manitobaines et il concentrera ses efforts sur l'exploitation du magasin qu'il possède en Ontario, tout en consacrant du temps à ses petits-enfants. Gérald a quitté le secteur de la publication de journaux pour prendre la direction d'Entreprise Riel, une société de développement économique établie à Saint-Boniface.

La Corporation tient à remercier sincèrement Vern et Gérald de leurs contributions à l'organisme. Nous leur souhaitons beaucoup de succès dans leurs activités futures.

General Manager's Message

IF YOU'RE NOT RECYCLING, YOU REALLY ARE THROWING IT ALL AWAY!

On March 31, 2003, we closed the books on year number eight for the Manitoba Product Stewardship Corporation (MPSC). For the third year in a row there has been a double-digit increase in recovery of the packaging and printed materials the MPSC is responsible for under the Multi-Material Stewardship (Interim Measures) Regulation. Increases in recovery have occurred in all regions of the province. The public has clearly demonstrated that if given the opportunity they will enthusiastically embrace recycling.

Recycling has obvious environmental benefits, including landfill avoidance, resource conservation and greenhouse gas reduction. Sometimes missed in the analysis, however, is that recycling in Manitoba produces tremendous economic benefits. This year MPSC paid out over $6.5 million in direct payments to municipalities. Based on market revenue analysis, the average basket of goods value was about $80.00 per tonne. The 49,367 tonnes of materials that were recycled and marketed contributed about $4.0 million to the recycling economy.

ECONOMIC BENEFITS OF RECYCLING

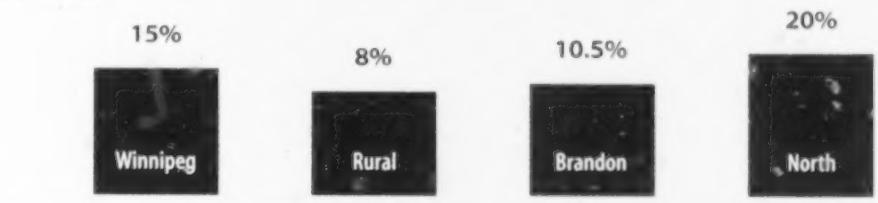
- Jobs have been created in the for profit and not for profit sectors
- goods and services have been procured including fuel, trucks, equipment, and transportation. Municipal, provincial and federal taxes are generated by these transactions.
- Additional savings have been accrued by municipalities through landfill avoidance and extending the life of existing landfills.
- Manufacturers save energy and enjoy reduced raw material costs by utilizing a consistent supply of recyclables.

Municipal Residential Recycling

Recovery of eligible materials continues to rise with 49,367 tonnes of recyclables collected for recycling or reuse. On average, Manitobans recycled 56% of the MPSC-eligible packaging and paper they brought home. During fiscal 2002 - 2003 MPSC paid Manitoba municipalities over $6.5 million in direct recycling support payments. This represents an increase in payouts of over $725,000, or almost 13%.

This is the third year in a row that there has been a double-digit increase in recycling volumes and payouts. MPSC is now paying out over 90% of levy revenues to support community recycling programs. Provided there are no substantive changes to current programming, and with recycling maturing around the province, we expect growth to become more normalized at single-digit increases.

Recovery at a Glance



Percentage recycling increased during the 2002 - 2003 year

School and Youth Programs

MPSC continues to support our next generation of reducers, reusers and recyclers. Almost 80% of the 900 K-S4 schools province-wide receive funding support through the STAR (Student Action for Recycling) Program. They also receive free support materials including newsletters, poster contests, the Environmental Speakers Bureau and on-line help at www.virtualrecycling.com. Other than from recycling, many innovative environmental activities have been developed by participating schools. MPSC also supports Manitoba Envirothon, an Olympic-style event aimed specifically at high school students.

STAR PLUS Program

The 2002 - 2003 year was successful again for the STAR PLUS program, which is available to all post-secondary institutions in Manitoba. Participants increased their recycling rates and completed detailed waste audits.

Promotion and Education

MPSC communicates with our varied stakeholders in many ways:

- Our corporate Web site at www.mpsc.com is updated regularly with facts and reports.
- Newsletters are produced and distributed bi-annually.
- MPSC has developed a monthly bulletin for municipalities and recyclers.
- Fact sheets are developed as part of our public relations process.
- We provide feedback through Community Recycling Report Cards.
- We hold annual workshops and regional meetings throughout the province.
- We offer toll-free telephone assistance and on-site visits.
- We issue press releases to keep news and events in the public eye.

Outdoor advertising and awareness is a useful vehicle for positive recycling messaging. However, as local recycling programs mature, we have shifted resources to the development of community promotion and education tools.

Marketing and Technical Support

The tools, funding and technical support MPSC provides ensure that there is no reason a community cannot have a cost-effective and successful recycling program. We provide one-on-one direct technical and marketing support through on-site visits, regional meetings and annual workshops, and the development of technical bulletins and fact sheets. Cost monitoring ensures we keep abreast of recycling cost trends, and revenue monitoring allows us to track the value of recyclables marketed.

Partnerships

MPSC plays well with others and has strategically partnered with various organizations, both to promote recycling and waste reduction and to gather data that allows for educated decision making. Our partners in 2002 - 2003 are:

- Resource Conservation Manitoba
- Tire Stewardship Board
- Fort Whyte Centre (Earthday)
- Take Pride Winnipeg
- Sustainable Development Awards of Excellence
- Winnipeg Folk Festival
- Manitoba Envirothon
- Green Fair
- SWANA-RCM-MARR Conference
- National Waste Reduction Week
- North American Indigenous Games
- Manitoba Conservation
- Manitoba Ozone Protection Industry Association (MOPIA)
- Manitoba Association for Resource Recovery Corporation (MARRC)

Managing Financial Resources

As stated in the MPSC 2001 - 2002 Annual Report, we continue to draw down our reserve funds. This year's operating deficit increased mostly as a result of another year of double-digit increases in the recovery of eligible materials. This in turn resulted in an increase in Municipal Recycling Support Payments of over $725,000.

The Results Are Very Good

We have seen increases in recovery of designated materials in all parts of the province: urban, rural and northern locations. All eligible materials showed an increase in recovery. On average we have recovered 56% of eligible materials from residential sources. Manitobans are recycling more than ever before. MPSC programs are cost-effective and we have managed our financial resources well.

MPSC continues to be the only program that offers up to 80% funding for local municipal recycling programs. Manitoba is clearly a leader in recycling packaging and print materials from residential sources.

MPSC remains well positioned and eager to be the facilitators of expanded stewardship discussions. We enjoy a high degree of credibility from the varied stakeholder groups we interact with and our success has been noted on the national stage. MPSC can play a major role in the further development of Manitoba waste reduction programs.

The support of the MPSC Board and the continued excellent work of the corporate staff make it possible to continue moving forward.

Our Focus for the Next Year

Our primary focus for this year is the development of the 2004 - 2007 MPSC Business Plan. We will be running on a parallel track of completing the final year of our 2001 - 2004 Business Plan, and meeting and consulting on the development of the 2004 - 2007 MPSC Business Plan. Pre-consultation has commenced and, based on what we hear and taking into account the wishes and priorities of the MPSC Board of Directors, we will have a draft available for comment and discussion some time in the fall. In the meantime we will be continuing to build on our successes to date.

Jim Fogg,
General Manager

SI VOUS NE RECYCLEZ PAS, VOUS JETEZ RÉELLEMENT TOUT À LA POUBELLE!

Le 31 mars 2003 marquait la fin de la huitième année de fonctionnement de la Corporation manitobaine de gestion des produits désignés (CMGPD). Pour la troisième année consécutive, nous avons été témoins d'une augmentation de plus de 10 % de la récupération des emballages et des imprimés dont la CMGPD est responsable aux termes du *Règlement sur la gestion des matériaux multiples (mesures provisoires)*. On a observé une augmentation de la récupération dans toutes les régions de la province. La population a démontré clairement que si on lui donne la possibilité, elle adopte le recyclage avec enthousiasme.

Le recyclage offre des avantages environnementaux évidents, y compris la réduction des déchets mis en décharge, la conservation des ressources et la réduction des émissions de gaz à effet de serre. Toutefois, l'analyse ne tient parfois pas compte des énormes avantages économiques du recyclage. Cette année, la Corporation a versé directement plus de 6,5 millions de dollars aux municipalités manitobaines. Selon une analyse des revenus de marché, la valeur moyenne du panier de biens recyclés était d'environ 80 $ la tonne. Aussi, les 49 367 tonnes de matières recyclées et commercialisées au cours du dernier exercice correspondaient à une injection d'environ 4 millions de dollars dans l'économie.

AVANTAGES ÉCONOMIQUES DU RECYCLAGE

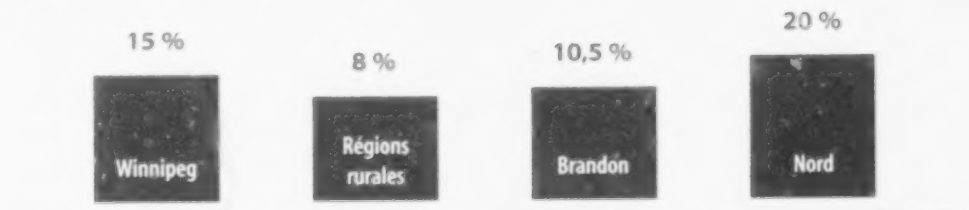
- Des emplois ont été créés dans les secteurs des entreprises à but lucratif et sans but lucratif.
- Des biens et des services ont été achetés, y compris du carburant, des camions, du matériel et des services de transport. Ces transactions s'accompagnent de taxes fédérales, provinciales et municipales.
- Des municipalités ont réalisé des économies additionnelles en réduisant les déchets mis en décharge et en prolongeant la durée de vie des décharges existantes.
- Les fabricants ont économisé de l'énergie et profité de la réduction du coût de leurs matières premières en ayant recours à un approvisionnement constant de matières recyclées.

Recyclage résidentiel municipal

La récupération des produits admissibles continue d'augmenter. On a recueilli environ 46 367 tonnes de matières recyclables pour le recyclage ou la réutilisation. En moyenne, les Manitobains ont recyclé 56 % des emballages et du papier admissibles par la Corporation qui se rendaient à leurs résidences. Au cours de l'exercice 2002-2003, la Corporation a versé aux municipalités manitobaines plus de 6,5 millions de dollars en paiements de soutien directs au recyclage. Ce montant correspond à une hausse de plus de 725 000 $ ou d'environ 13 % par rapport à l'exercice antérieur.

Pour la troisième année consécutive, l'accroissement de la quantité des matières recyclées et des paiements dépasse les 10 %. La Corporation alloue présentement plus de 90 % des recettes provenant de la taxe environnementale au soutien des programmes de recyclage communautaires. Étant donné que le recyclage arrive à maturité dans la province, si aucune modification n'est apportée à la programmation actuelle, nous prévoyons que la croissance deviendra plus normale et affichera des hausses de moins de 10 %.

La récupération en un coup d'œil



Pourcentages d'augmentation du recyclage au cours de l'exercice 2002 - 2003

Programmes destinés aux jeunes et aux écoles

La Corporation continue de soutenir la prochaine génération de partisans de la réduction, de la réutilisation et du recyclage. Près de 80 % des 900 écoles manitobaines (de la maternelle à Secondaire 4) bénéficient du soutien financier du programme STAR (Action étudiante pour le recyclage). Elles reçoivent également du matériel de soutien gratuit, qui prend la forme de bulletins d'information, de concours d'affiches, du service de conférenciers environnementaux et du site Web www.virtualrecycling.com. En plus des activités de recyclage, les écoles participantes ont élaboré de nombreuses activités environnementales novatrices. La Corporation soutient également le Manitoba Envirothon, une activité inspirée des Jeux olympiques qui s'adresse particulièrement aux élèves des écoles secondaires.

Programme STAR PLUS

L'exercice 2002-2003 a souligné la réussite continue du programme STAR PLUS, qui s'adresse à tous les établissements d'enseignement postsecondaire de la province. Les participants ont accru leur taux de recyclage et ont effectué des vérifications de déchets détaillées.

Promotion et éducation

La Corporation communique avec les intervenants du secteur de diverses manières. Nous mettons périodiquement à jour notre site Web (www.mpsc.com) en postant des faits et des rapports. Nous produisons et distribuons des bulletins d'information sur une base semestrielle. Nous avons aussi élaboré un bulletin mensuel à l'intention des municipalités et des entreprises de recyclage. Dans le cadre de notre processus de relations publiques, nous produisons des fiches de renseignements et nous offrons une rétroaction par la distribution de rapports sommaires sur le recyclage communautaire. Nous organisons des ateliers annuels et des assemblées dans toutes les régions de la province. Nous offrons une aide téléphonique gratuite et des visites sur place. Nous utilisons des communiqués de presse pour faire la publicité de divers événements et diffuser des nouvelles.

La publicité extérieure est un moyen utile de diffuser des messages positifs sur le recyclage. Par ailleurs, l'arrivée à maturité des programmes de recyclage locaux nous permet de transférer des ressources à l'élaboration d'outils de promotion et d'éducation communautaires.

Commercialisation et soutien technique

Les outils de promotion, le financement et le soutien technique offerts par la Corporation veillent à ce qu'aucun motif n'empêche une collectivité de mettre en place un programme de recyclage rentable et couronné de succès. La Corporation offre un soutien technique et commercial individuel par le biais de visites sur place, d'assemblées régionales, d'ateliers annuels et de la préparation de bulletins techniques et de fiches de renseignements. Le contrôle des coûts nous permet de nous tenir au courant des tendances des coûts du recyclage. Le contrôle des recettes nous permet d'assurer le suivi de la valeur des matières recyclables commercialisées.

Partenariats

La Corporation a établi des partenariats stratégiques avec divers organismes, tant pour promouvoir le recyclage et la réduction des déchets que pour recueillir des données qui permettent de prendre des décisions éclairées. En 2002-2003, nos partenaires comprenaient les organismes suivants :

- Resource Conservation Manitoba
- Tire Stewardship Board
- Centre environnemental de Fort Whyte — Journée de la Terre
- Sois fière Winnipeg
- Prix d'excellence du développement durable
- Festival folk de Winnipeg
- Manitoba Envirothon
- Green Fair
- Conférence SWANA-RCM-MARR
- Semaine nationale de réduction des déchets
- Jeux autochtones de l'Amérique du Nord
- Conservation Manitoba
- Manitoba Ozone Protection Industry Association (MOPIA)
- Manitoba Association for Resource Recovery Corporation (MARCC)

Gestion des ressources financières

Tel qu'indiqué dans le rapport annuel de 2001-2002 de la Corporation, nous continuons de réduire nos fonds de réserve. Le déficit de fonctionnement s'est accru au cours de l'exercice 2002-2003, principalement en raison, cette année encore, d'une augmentation de plus de 10 % de la quantité de produits désignés récupérés, qui s'est traduite par une hausse des paiements de soutien municipaux au recyclage de plus de 725 000 $.

Les résultats sont très bons

Nous avons été témoins de l'augmentation de la quantité des produits désignés récupérés dans toutes les régions de la province, qu'il s'agisse des zones urbaines, rurales et du Nord. La récupération de tous les matériaux admissibles indique une hausse notable. En moyenne, nous avons récupéré 56 % des produits désignés admissibles de source résidentielle. Les Manitobains recyclent plus que jamais auparavant. Les programmes de la Corporation sont rentables et nous avons bien géré nos ressources financières

La Corporation continue d'administrer le seul programme qui finance jusqu'à 80 % du coût des programmes de recyclage municipaux. Lorsqu'il s'agit du recyclage des emballages et des imprimés de source résidentielle, le Manitoba est clairement un chef de file.

La Corporation occupe une position privilégiée pour faciliter les discussions sur l'expansion de la gestion des produits désignés. Nous bénéficions d'une crédibilité importante de la part de tous les groupes d'intervenants avec lesquels nous collaborons et nos réussites ont été remarquées au plan national. La Corporation peut jouer un rôle majeur dans le développement futur des programmes de réduction des déchets au Manitoba.

Grâce au soutien du conseil d'administration de la Corporation et à l'excellent travail du personnel, il nous est possible de continuer d'aller de l'avant.

Priorités de l'exercice 2003-2004

La principale priorité de l'exercice en cours est l'élaboration du plan d'entreprise de la Corporation pour la période de 2004 à 2007. Nous mettrons fin à la dernière année de notre plan d'entreprise de 2001 à 2004, tout en organisant des réunions et des consultations en vue de l'élaboration du plan d'entreprise de 2004 à 2007. Des séances de consultation préliminaire ont été organisées. Selon les renseignements que nous avons commencé à recueillir et en tenant compte des souhaits et des priorités du conseil d'administration, nous prévoyons soumettre une ébauche de plan aux commentaires et à la discussion des intervenants au cours de l'automne prochain. Entre temps, nous continuerons nos activités en les fondant sur nos réussites actuelles.

Jim Fogg,
Directeur général

MUNICIPAL PROGRAMS

THE MULTI-MATERIAL WRAP FUND SHALL BE USED TO PROVIDE OR PAY FOR ANY OR ALL OF THE FOLLOWING:

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A Message from the Manager

We are pleased to report another tremendously successful year for recycling in Manitoba. For eight years now, the MPSC has been helping Manitobans recycle their waste packaging and printed material waste. Through financial, educational and technical support, MPSC has created a secure foundation for local recycling programs right across the province. Manitoba's communities have responded to the MPSC system by developing innovative local recycling programs that meet the unique needs of the community.

The MPSC approach is results-driven. All aspects of our municipal programs and services are intended to accomplish one key component of reducing waste: increasing the amount of material recycled from the residential waste stream in a cost-effective manner. The basis of our approach is that **RECYCLING** of packaging and print materials diverts waste from local landfills and helps manufacturers **REDUCE** waste at source. At the same time, delivering a system that is **COST-EFFECTIVE** remains critical for long-term success and for returning maximum value for dollars spent.

The **RESULT** for Manitobans is a dynamic and creative network of community recycling programs throughout the province and forms a model that bears careful study by any jurisdiction seeking to expand recycling in its communities.

Mike Fernandes,
Senior Manager, Municipal Programs

Recovery of Eligible Materials

Manitobans recycled over 49,367 metric tonnes of packaging and printed materials through local MPSC-funded residential recycling programs. This represents an increase of 5,526 metric tonnes over the previous period.

Recycling Trends in Participating Municipalities

The trend towards increased recycling activity continues to take place in communities of every size across the province.

Did You Know...

49,367 metric tonnes
= 49,367,000 kilograms
= 108,834,433 pounds!

That is almost 100 pounds recycled per Manitoban last year through MPSC-funded local recycling programs.

Chart 1 — Recovery of Residential Materials in Metric Tonnes

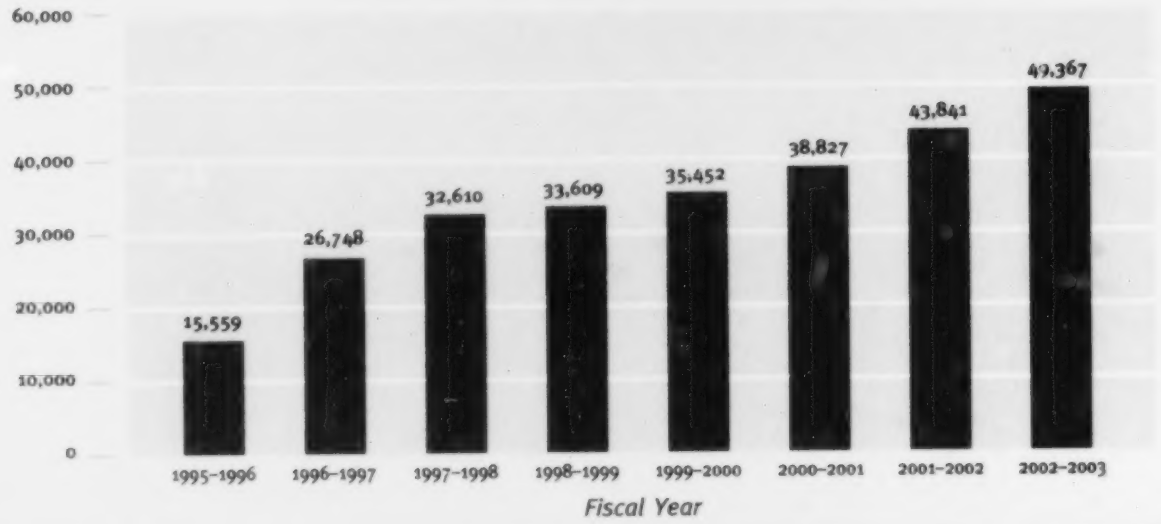
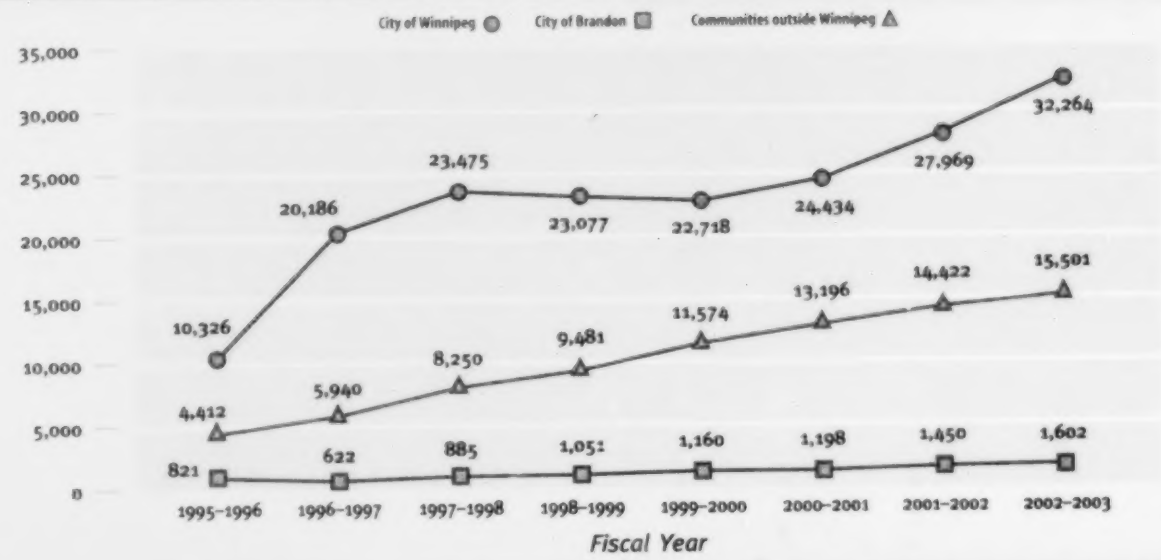


Chart 2 — Recycling Trends in Participating Municipalities



MUNICIPAL PROGRAMS

THE MULTI-MATERIAL WRAP FUND SHALL BE USED TO PROVIDE OR PAY FOR ANY OR ALL OF THE FOLLOWING:

a. establishing and administering a waste reduction and prevention program for designated material;

b. education programs for the purpose of the waste reduction and prevention program for designated material;

c. expenditures incurred in the collection, transportation, storage, processing and disposal of designated material in connection with the waste reduction and prevention program;

d. research and development activities related to the management of designated material;

e. promotion and development of activities and economic instruments to encourage reduction and prevention of waste designated material;

f. the appropriate disposal of waste designated material;

g. salaries and other costs of the Board and the Fund;

h. salaries and other costs of government for the administration and enforcement of the Act and this regulation as they relate to the responsibilities of the Board and the regulations respecting reduction and prevention of waste designated material.

A Message from the Manager

We are pleased to report another tremendously successful year for recycling in Manitoba. For eight years now, the MPSC has been helping Manitobans recycle their waste packaging and printed material waste. Through financial, educational and technical support, MPSC has created a secure foundation for local recycling programs right across the province. Manitoba's communities have responded to the MPSC system by developing innovative local recycling programs that meet the unique needs of the community.

The MPSC approach is results-driven. All aspects of our municipal programs and services are intended to accomplish one key component of reducing waste: increasing the amount of material recycled from the residential waste stream in a cost-effective manner. The basis of our approach is that **RECYCLING** of packaging and print materials diverts waste from local landfills and helps manufacturers **REDUCE** waste at source. At the same time, delivering a system that is **COST-EFFECTIVE** remains critical for long-term success and for returning maximum value for dollars spent.

The **RESULT** for Manitobans is a dynamic and creative network of community recycling programs throughout the province and forms a model that bears careful study by any jurisdiction seeking to expand recycling in its communities.

Mike Fernandes,
Senior Manager, Municipal Programs

Recovery of Eligible Materials

Manitobans recycled over 49,367 metric tonnes of packaging and printed materials through local MPSC-funded residential recycling programs. This represents an increase of 5,526 metric tonnes over the previous period.

Recycling Trends in Participating Municipalities

The trend towards increased recycling activity continues to take place in communities of every size across the province.

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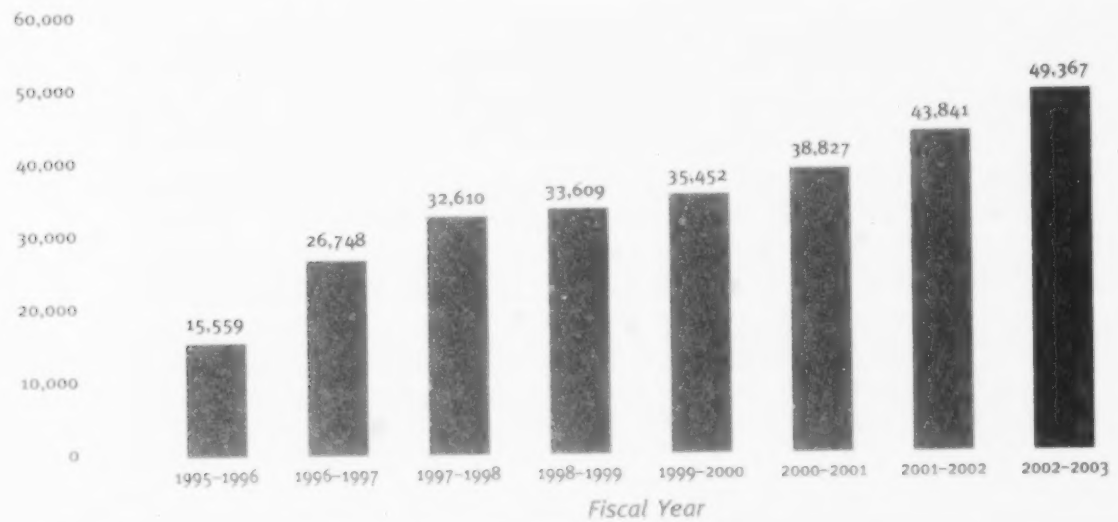

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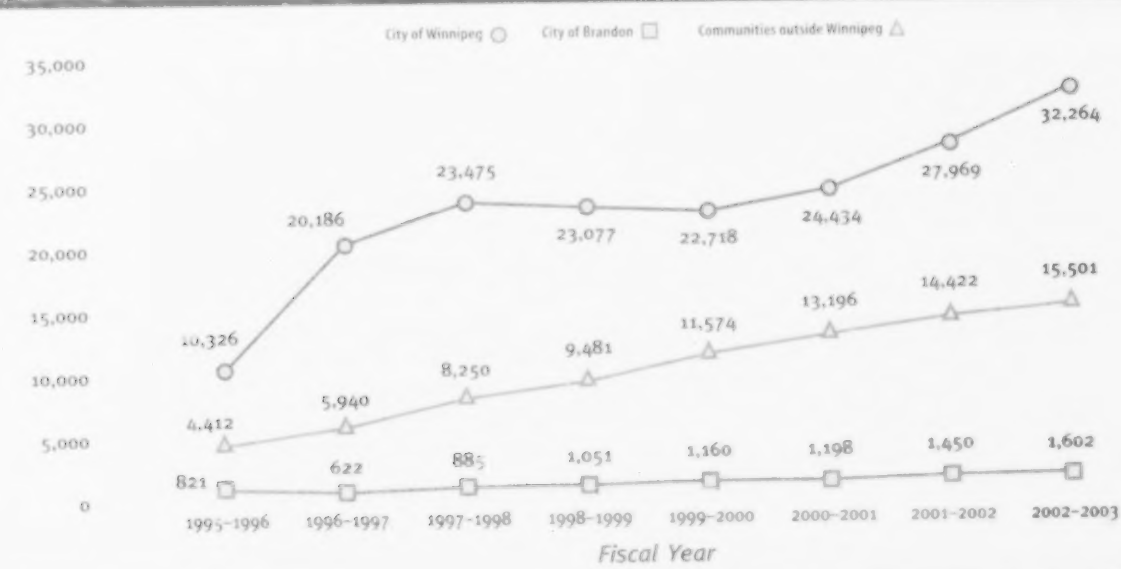


Did You Know...

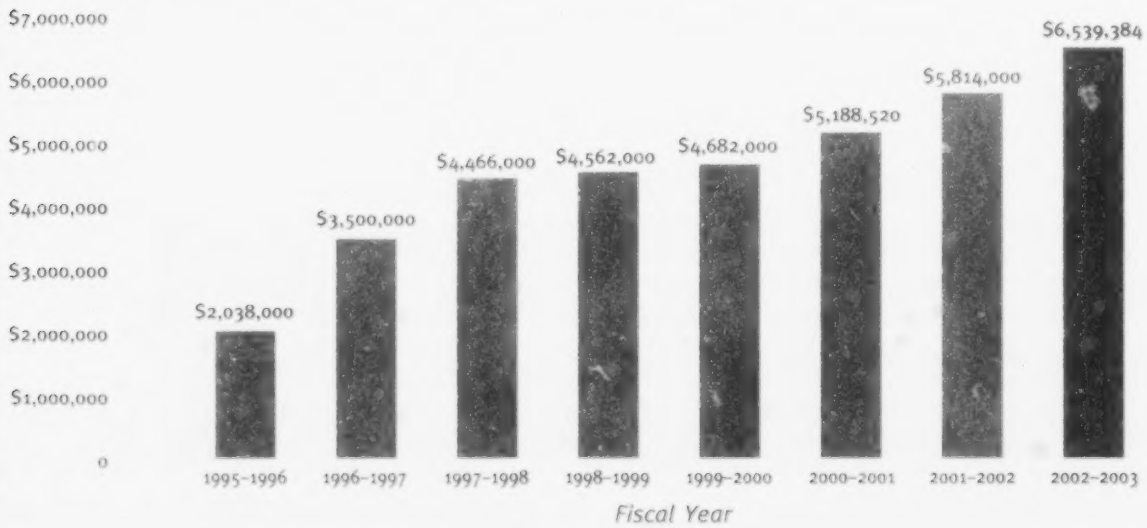
The MPSC offers communities more than financial support. Municipalities also have access to supports designed to help improve their performance of and add cost-effectiveness to their recycling programs. These supports include:

- **Promotion and Education (see page 23 for more details)**
- **Marketing and Technical services (see page 29 for more details)**

Municipal Recycling Support Payments

MPSC funds municipal and community recycling programs through an incentive-based system. Communities are paid a fixed rate for every metric tonne of *eligible* material recycled by their residents through registered recycling programs. The total recycling support payments paid by MPSC to municipalities depends upon two factors: the number of tonnes recycled and the rate of payment approved by MPSC's directors. Last year, the MPSC paid participating communities over $6.5 million. The increase in payments over $725,000 (from previous year) is due to an increase in the amount of materials recycled combined with unchanged municipal recycling funding rates.

Chart 3 — Municipal Recycling Support Payments



Did You Know...

Over the past seven years, Manitobans have recycled almost 276,000 metric tonnes of valuable resources through MPSC-funded municipal recycling programs. That is equivalent to over 39,000 garbage trucks full of recyclable material!

Breakdown of Municipal Recycling Support Payments Distributed

The total support paid to participating Manitoba municipalities varies according to the following factors:

1. how much material the community recycled (which is a function of population size and the performance of the recycling program)
2. the funding rate allocated by MPSC based on the 80/20 cost share principle adopted by MPSC (currently $128/tonne in Winnipeg, $152/tonne outside Winnipeg and an additional $40/tonne for northern communities)

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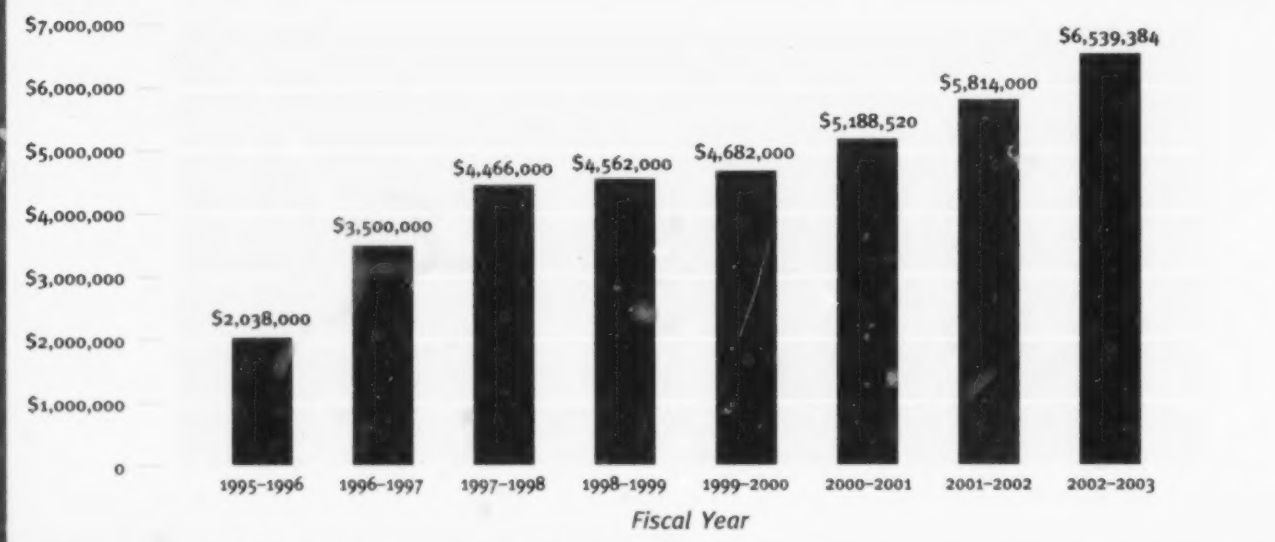

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The table below shows how much of the $6.5 million distributed by MPSC flowed to participating communities in the province. (Note that many communities report as a group to MPSC.)

Note:

Thirteen communities did not submit any claims during the 2002 - 2003 fiscal year. Some explanations for this include:

- *the community has not yet begun a recycling program*
- *the recycling program has sustained a temporary interruption of service*
- *the community began reporting their recycling activities with another municipality*

Registrant	**Region** (see map on page 18)	**Total Payments**
Alexander, R.M.	E	$16,146
Altona, town	SC	$49,081
Arborg Group	I	$21,870
Argyle, R.M.	SC	$1,386
Armstrong, R.M.	I	$4,355
Beausejour Group	E	$57,979
Benito, village	NW	$7,304
Berens River First Nation	E	*No claims submitted for 2002 - 2003*
Birtle Group	CW	$4,305
Blanshard, R.M.	CW	$2,627
Boissevain Group	SW	$13,254
Bowsman, village	NW	$3,607
Brandon Group	SW	$221,042
Buffalo Point First Nation	E	$1,191
Cameron Group	SW	$6,207
Canupawakpa Dakota N (OakLake)	SW	*No claims submitted for 2002 - 2003*
Carman, town	SC	$32,039
Cartier, R.M.	WPG	$14,692
Churchill, town	N	*Reports with City of Thompson*
Coldwell, R.M.	I	$4,114
Dauphin Group	NW	$42,442
De Salaberry, R.M.	E	$6,296
Deloraine, town	SW	$8,863
Dufferin, R.M.	SC	$1,422
East St. Paul, R.M.	WPG	$63,918
Elkhorn, village	SW	$1,025
Ellice Group	CW	*No claims submitted for 2002 - 2003*
Emerson, town	SC	$7,228
Erickson Group	CW	$7,431
Eriksdale, R.M.	I	$11,266
Fisher, R.M.	I	$8,551
Flin Flon, city	N	$41,763
Franklin, R.M.	E	$5,808
Gilbert Plains, town	NW	*No claims submitted for 2002 - 2003*
Gillam, town	N	*No claims submitted for 2002 - 2003*
Gimli, R.M.	I	$25,712
Gimli, town	I	$17,251
Gladstone, town	SC	$6,350
Glenboro Group	SW	$6,756
Grahamdale, R.M.	I	$10,254
Grand Rapids, town	N	*No claims submitted for 2002 - 2003*
Grandview Group	NW	$3,242

Registrant	Region	Total Payments
Grey, R.M.	SC	$6,757
Hamiota Group	CW	$7,732
Hanover, R.M.	E	$55,668
Harrison, R.M.	CW	$1,984
Headingley, R.M.	WPG	$15,641
Killarney Group	SW	$24,183
La Broquerie, R.M.	E	$13,275
Lac du Bonnet, R.M.	E	$22,197
Lac du Bonnet, town	E	$11,944
Lakeview, R.M.	SC	$1,429
Lansdowne, R.M.	CW	$1,470
Lawrence, R.M.	NW	$2,196
Leaf Rapids, town	N	*No claims submitted for 2002 - 2003*
Lorne, R.M.	SC	$9,835
Louise Group	SC	$7,777
MacDonald, R.M.	WPG	$20,878
Manitou Group	SC	$17,048
McCreary Group	CW	$5,533
Melita Group	SW	$6,717
Miniota, R.M.	CW	$2,006
Minitonas, town	NW	*No claims submitted for 2002 - 2003*
Minnedosa Group	CW	$13,244
Minto, R.M.	CW	*No claims submitted for 2002 - 2003*
Montcalm, R.M.	SC	$6,127
Morden, town	SC	$61,440
Morris, town	SC	$13,226
Mountain, R.M.	NW	$1,110
Neepawa, town	CW	$27,128
Nelson House Community Council	N	*No claims submitted for 2002 - 2003*
Nisichawayasihk Cree Nation	N	$395
Niverville, town	E	$32,059
North Cypress Group	SW	$15,514
North Norfolk, R.M.	SC	$13,766
Norway House Cree Nation	N	*No claims submitted for 2002 - 2003*
Notre Dame de Lourdes, village	SC	$3,876
Oakland, R.M.	SW	$3,195
Peguis First Nation	I	*No claims submitted for 2002 - 2003*
Pilot Mound, town	SC	$11,917
Pinawa, L.G.D.	E	$17,002
Pine Falls	E	$7,218
Plum Coulee, town	SC	$7,311
Portage la Prairie, city	SC	$141,168
Portage la Prairie, R.M.	SC	$44,135
Powerview, village	E	$3,683
Rapid City, town	CW	$1,176
Rhineland Group	SC	$12,999
Ritchot, R.M.	WPG	$28,920
Rivers, town	SW	$4,541
R.M. of Roblin/V of Cartwright	SC	$6,236
Roblin, town	NW	$16,639
Roland, R.M.	SC	$3,192
Rolling River First Nation	CW	*No claims submitted for 2002 - 2003*

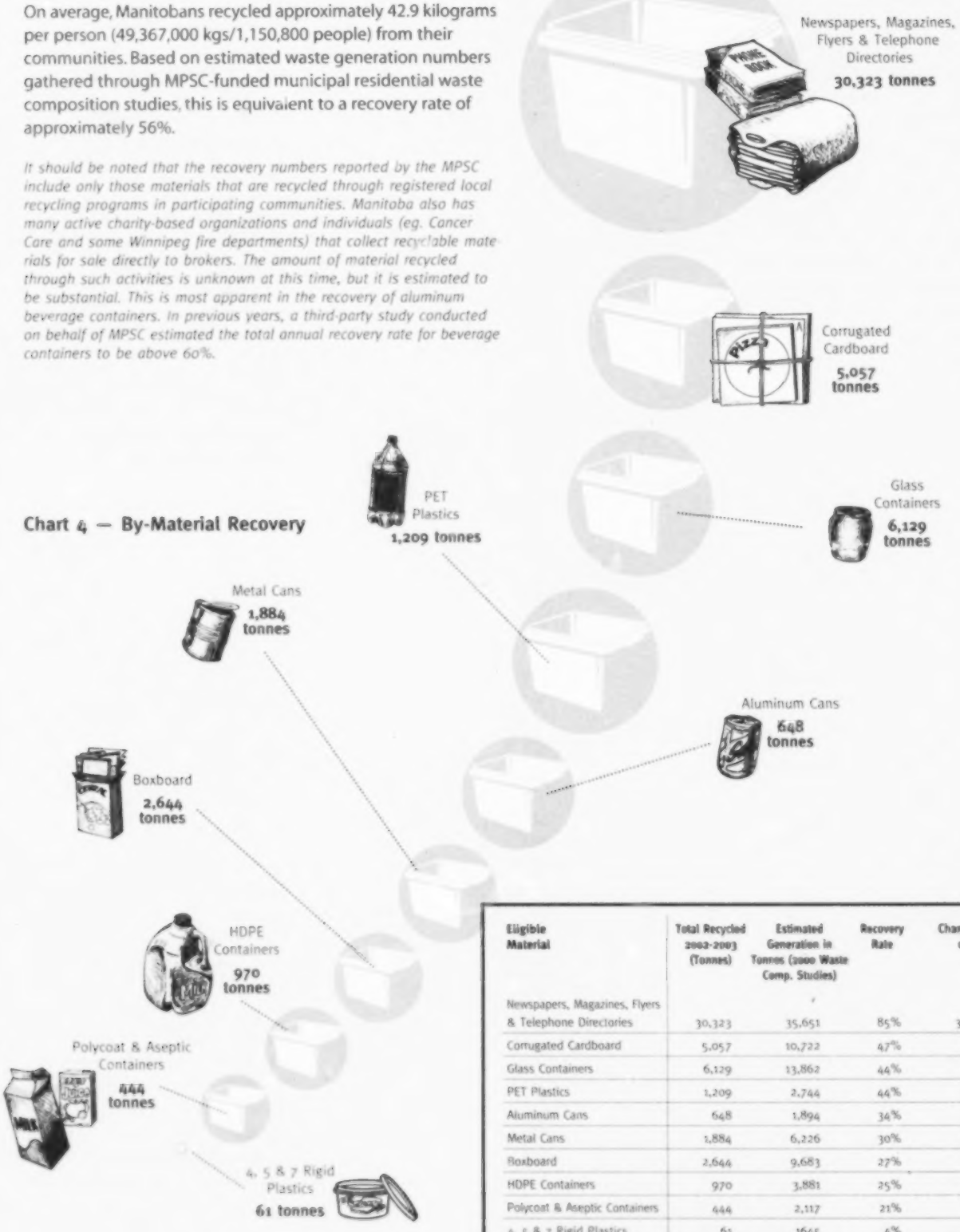
Registrant	Region	Total Payments
Rossburn Group	CW	$4,379
Rosser, R.M.	WPG	$3,863
Russell Group	CW	$10,157
Sagkeeng First Nation (Fort Alexander)	E	*No claims submitted for 2002 - 2003*
Selkirk, city	I	$54,429
Shoal Lake Group	CW	$25,906
Siglunes, R.M.	I	*No claims submitted for 2002 - 2003*
Snow Lake, Town	N	$4,724
Somerset, village	SC	$7,953
Souris Group	SW	$20,304
South Norfolk, R.M.	SC	$1,926
Split Lake (Tataskweyak Cree Nation)	N	*No claims submitted for 2002 - 2003*
Springfield, R.M.	WPG	$49,859
St. Andrews, R.M.	I	$11,139
St. Claude, village	SC	$5,715
St. Clements, R.M.	E	$26,191
St. François-Xavier, R.M.	WPG	$2,564
St. Laurent, R.M.	I	$3,946
St. Pierre-Jolys, village	E	*No claims submitted for 2002 - 2003*
Stanley, R.M.	SC	*No claims submitted for 2002 - 2003*
Ste. Anne, R.M.	E	$3,377
Ste. Anne, town	E	$30,389
Ste. Rose du Lac, town	NW	$9,057
Steinbach, city	E	$176,900
Stonewall Group	I	$35,627
Strathclair, R.M.	CW	$5,614
Strathcona, R.M.	SW	$4,237
Stuartburn, R.M.	E	$4,039
Swan River, R.M.	NW	$1,282
Swan River, town	NW	$32,090
Tache, R.M.	WPG	$44,515
The Pas Group	N	$35,799
Thompson, city	N	$83,806
Thompson, R.M.	SC	$3,516
Treherne, village	SC	$6,632
Victoria Beach, R.M.	E	$6,915
Victoria, R.M.	SC	$3,068
Virden Group	SW	$24,069
Wawanesa, village	SW	$4,044
West St. Paul, R.M.	WPG	$20,435
Whitehead, R.M.	SW	*No claims submitted for 2002 - 2003*
Whitemouth Group	E	$27,885
Whiteshell Prov Park - W.C.A.	E	$1,189
Whitewater, R.M.	SW	$2,465
Winkler, city	SC	$72,964
Winnipeg Beach, town	I	$16,989
Winnipeg, city (blue box, depot and apartment recycling programs)	WPG	$4,177,791
Winnipegosis, village	NW	$3,369
Woodworth, R.M.	SW	*No claims submitted for 2002 - 2003*
Total Paid to Support Recycling in Participating Communities		$6,539,384

By-Material Recovery of Eligible Materials

On average, Manitobans recycled approximately 42.9 kilograms per person (49,367,000 kgs/1,150,800 people) from their communities. Based on estimated waste generation numbers gathered through MPSC-funded municipal residential waste composition studies, this is equivalent to a recovery rate of approximately 56%.

It should be noted that the recovery numbers reported by the MPSC include only those materials that are recycled through registered local recycling programs in participating communities. Manitoba also has many active charity-based organizations and individuals (eg. Cancer Care and some Winnipeg fire departments) that collect recyclable materials for sale directly to brokers. The amount of material recycled through such activities is unknown at this time, but it is estimated to be substantial. This is most apparent in the recovery of aluminum beverage containers. In previous years, a third-party study conducted on behalf of MPSC estimated the total annual recovery rate for beverage containers to be above 60%.

Chart 4 — By-Material Recovery



Eligible Material	Total Recycled 2002-2003 (Tonnes)	Estimated Generation in Tonnes (2000 Waste Comp. Studies)	Recovery Rate	Change 01-02 02-03
Newspapers, Magazines, Flyers & Telephone Directories	30,323	35,651	85%	3,366
Corrugated Cardboard	5,057	10,722	47%	561
Glass Containers	6,129	13,862	44%	655
PET Plastics	1,209	2,744	44%	131
Aluminum Cans	648	1,894	34%	17
Metal Cans	1,884	6,226	30%	228
Boxboard	2,644	9,683	27%	363
HDPE Containers	970	3,881	25%	99
Polycoat & Aseptic Containers	444	2,117	21%	53
4, 5 & 7 Rigid Plastics	61	1645	4%	55
Total Eligible Materials:	**49,367**	**88,425**	**56%**	**5,526**

Overall Recovery of Designated Materials in Manitoba

The MPSC municipal support payment system is based on a multi-material approach to maximizing the amount of material recovered from the municipal waste stream. The objective of the program is to capture these materials through one system and infrastructure, in order to maximize efficiency. This is especially important in Manitoba, due to the large number of very small communities. The question often asked is: Why not a deposit-return system for Manitoba's beverage containers instead? The chart below plots the maximum amount of beverage containers sold in Manitoba since 1995 against the amount recycled through MPSC's multi-material system over the same time period.

As of March 31, 2003, Manitoba residents have recycled over 165,000 metric tonnes *more* packaging and printed materials than if the province had simply adopted a deposit-return system for beverage containers. The gap is expected to widen as recovery rates continue to increase in participating municipalities.

MPSC's multi-material approach results in higher recovery, lower cost and a sustainable foundation for further improvements to the province's waste reduction programs. Multi-material *stewardship*—where beverage containers are not the only materials levied—remains an important goal. However, there's no need to sacrifice efficient and effective community-based recycling while the evolution of the stewardship policy framework continues across the globe.

Ultimately, the decision to implement a deposit system in Manitoba rests with provincial regulators. The MPSC can administer either type of system. Our concern is that such a system could either decrease overall recovery, or add substantial cost with limited potential for making a difference in Manitoba's waste stream, since beverage containers amount to less than 2% of the province's overall waste stream.

Did You Know...

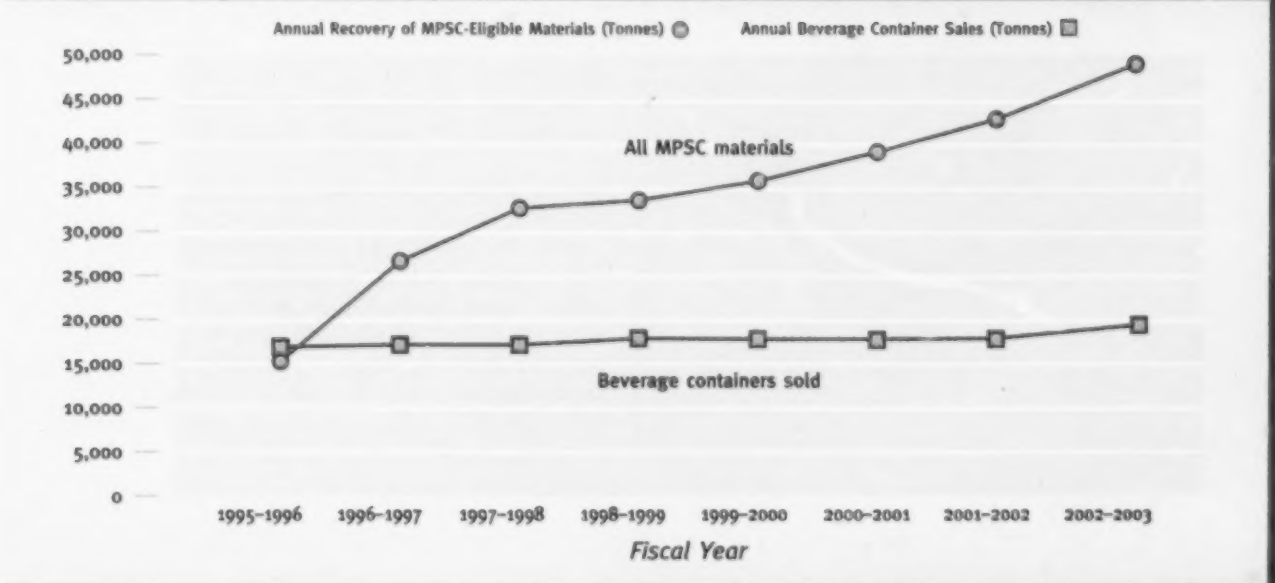
Under the MPSC system, participating communities keep *all revenue* from selling the material they collect. At an average value of $80/metric tonne, this equals an additional $4 million to Manitoba communities in 2002 - 2003.

This adds up to an overall total income of over **$10 million** to local recycling programs last year!

Did You Know...

Since 1995 participating Manitoba municipalities have received almost $37 million to offset their recycling program costs.

Chart 5 — Recovery of MPSC-Eligible Materials & Beverage Containers Sold



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Aluminum Cans
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Boxboard
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HDPE Containers
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Polycoat & Aseptic Containers
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61 tonnes

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Glass Containers	6,129	13,990	44%	855
PET Plastics	1,209	2,764	44%	115
Aluminum Cans	648	1,994	33%	17
Metal Cans	1,884	6,330	30%	128
Boxboard	2,644	9,483	28%	364
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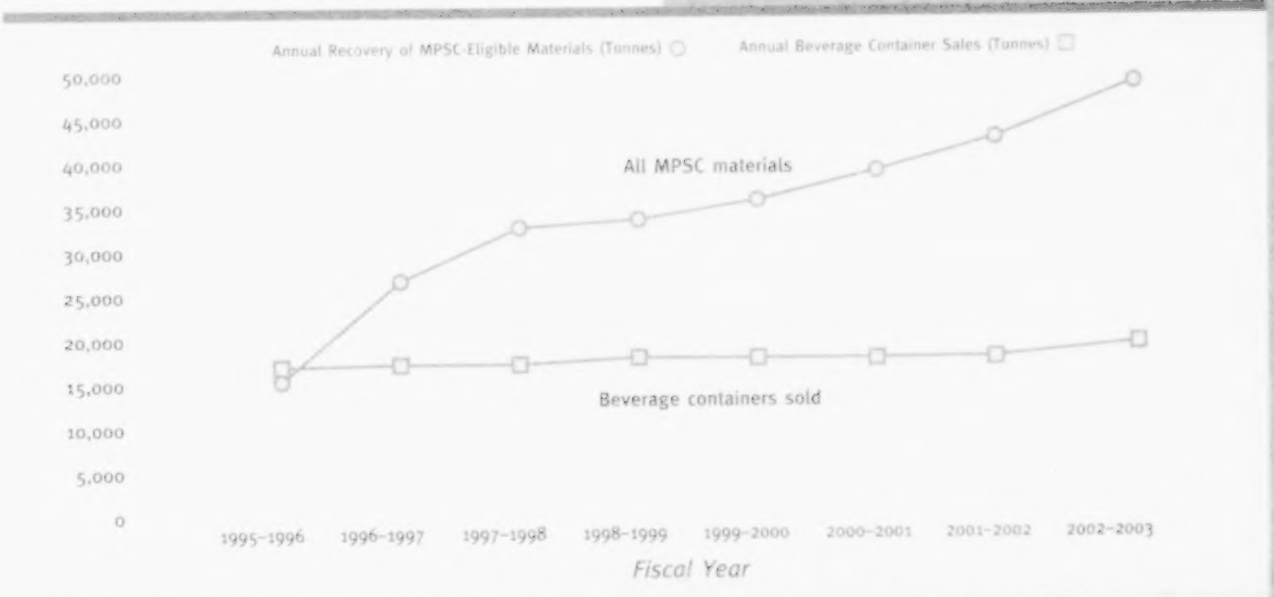
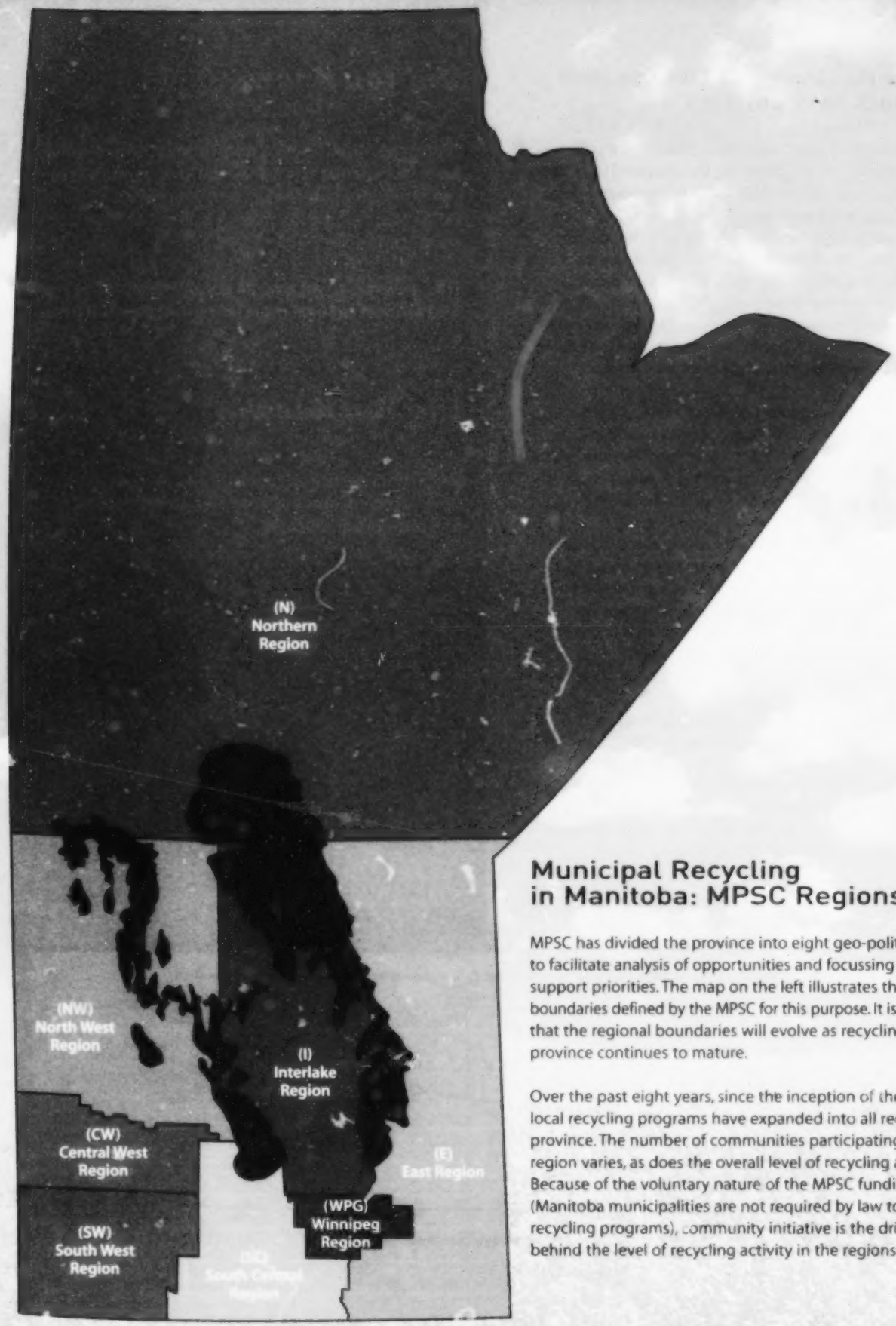


Municipal Recycling in Manitoba: MPSC Regions

MPSC has divided the province into eight geo-political regions to facilitate analysis of opportunities and focussing of technical support priorities. The map on the left illustrates the initial boundaries defined by the MPSC for this purpose. It is anticipated that the regional boundaries will evolve as recycling in the province continues to mature.

Over the past eight years, since the inception of the MPSC, local recycling programs have expanded into all regions of the province. The number of communities participating in each region varies, as does the overall level of recycling activity. Because of the voluntary nature of the MPSC funding system, (Manitoba municipalities are not required by law to have recycling programs), community initiative is the driving force behind the level of recycling activity in the regions.



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Municipal Recycling in Manitoba: Regional Summary

The tables below outline the status of recycling programs in various regions of Manitoba.

Central West Region

Total Population in Participating Municipalities: 23,802 (84% of total in region)

Total Kilograms Recycled:
1,022,618
(43 kgs/person)

Participating Municipalities:

Binscarth, Village
Birtle, R.M.
Birtle, Town
Blanshard, R.M.
Clanwilliam, R.M.
Ellice, R.M.
Erickson, Town
Hamiota, R.M.
Hamiota, Town
Harrison, R.M.
Lansdowne, R.M.
McCreary, R.M.
McCreary, Village
Miniota, R.M.
Minnedosa, Town
Minto, R.M.
Neepawa, Town
Odanah, R.M.
Park, R.M.
Rapid City, Town
Riding Mountain National Park
New! **Rolling River First Nation**
Rossburn, R.M.
Rossburn, Town
Russell, R.M.
Russell, Town
Shoal Lake, R.M.
Shoal Lake, Town
St. Lazare, Village
Strathclair, R.M.

Interlake Region

Total Population in Participating Municipalities: 60,572 (99% of total in region)

Total Kilograms Recycled:
1,586,873
(26 kgs/person)

Participating Municipalities:

Arborg, Town
Armstrong, R.M.
Bifrost, R.M.
Coldwell, R.M.
Eriksdale, R.M.
Fisher, R.M.
Gimli, R.M.
Gimli, Town
Grahamdale, R.M.
Peguis First Nation
Riverton, Village
Rockwood, R.M.
Selkirk, City
Siglunes, R.M.
St. Andrews, R.M.
St. Laurent, R.M.
Stonewall, Town
Teulon, Town
Winnipeg Beach, Town
Woodlands, R.M.

Northern Region (North of 53rd)

Total Population in Participating Municipalities: 43,559 (98% of total in region)

Total Kilograms Recycled:
1,247,114
(29 kgs/person)

Participating Municipalities:

Churchill, Town
Flin Flon, City
Gillam, Town
Grand Rapids, Town
Kelsey, R.M.
Leaf Rapids, Town
Nisichawayasihk Cree Nation (Nelson House)
Norway House Cree Nation
Opaskawayak Cree Nation
Snow Lake, Town
Tataskineyak Cree Nation (Split Lake)
The Pas, Town
Thompson, City

Winnipeg Region

Total Population in Participating Municipalities: 670,227 (100% of total in region)

Total Kilograms Recycled:
34,013,360
(51 kgs/person)

Participating Municipalities:

Cartier, R.M.
East St. Paul, R.M.
Headingley, R.M.
MacDonald, R.M.
Ritchot, R.M.
Rosser, R.M.
Springfield, R.M.
St. Francois-Xavier, R.M.
Tache, R.M.
West St. Paul, R.M.
Winnipeg, City (Curbside)
Winnipeg, City (Depot)
Winnipeg, City (MFD-Cdn Waste)

North West Region

Total Population in Participating Municipalities: 26,611 (74% of total in region)

Total Kilograms Recycled:
880,065
(33 kgs/person)

Participating Municipalities:

Benito, Village
Bowsman, Village
Dauphin, City
Dauphin, R.M.
Gilbert Plains, Town
Grandview, R.M.
Grandview, Town
Lawrence, R.M.
Minitonas, Town
Mountain, R.M.
Roblin, Town
Ste. Rose du Lac, Town
Swan River, R.M.
Swan River, Town
Winnipegosis, Village

Recycling Bins, Riding Mountain National Park

South Central Region

Total Population in Participating Municipalities:
80,197 (94% of total in region)

Total Kilograms Recycled:
4,260,727
(53 kgs/person)

Participating Municipalities:

Altona, Town
Argyle, R.M.
Carman, Town
Cartwright, Village
Crystal City, Village
Dufferin, R.M.
Emerson, Town
Gladstone, Town
Gretna, Town
Grey, R.M.
Lakeview, R.M.
Lorne, R.M.
Louise, R.M.
MacGregor, Village
Manitou, Town
Montcalm, R.M.
Morden, Town
Morris, Town
North Norfolk, R.M.
Notre Dame de Lourdes, Village
Pembina, R.M.
Pilot Mound, Town
Plum Coulee, Town
Portage la Prairie, City
Portage La Prairie, R.M.
Rhineland, R.M.
Roblin, R.M.
Roland, R.M.
Somerset, Village
South Norfolk, R.M.
St. Claude, Village
Stanley, R.M.
Thompson, R.M.
Treherne, Village
Victoria, R.M.
Winkler, Town

Did You Know...

A great deal of recycling activity in Manitoba takes place outside residential programs. MPSC's recovery numbers do not include the materials recycled by businesses, schools, consumers and organizations.

East Region

Total Population in Participating Municipalities: 69,528 (98% of total in region)

Total Kilograms Recycled:
3,682,126
(53 kgs/person)

Participating Municipalities:

Alexander, R.M.
Beausejour, Town
Berens River First Nation
Brokenhead, R.M.
Buffalo Point First Nation
De Salaberry, R.M.
Franklin, R.M.
Hanover, R.M.
La Broquerie, R.M.
Lac du Bonnet, R.M.
Lac du Bonnet, Town
Niverville, Town
Pinawa, L.G.D.
Pine Falls
Powerview, Village
Reynolds, R.M.
Sagkeeng First Nation (Fort Alexander)
St. Clements, R.M.
St. Pierre-Jolys, Village
Ste. Anne, R.M.
Ste. Anne, Town
Steinbach, City
Stuartburn, R.M.
Victoria Beach, R.M.
Whitemouth, R.M.
Whiteshell Provincial Park - W.C.A.

South West Region

Total Population in Participating Municipalities: 74,242 (93% of total in region)

Total Kilograms Recycled:
2,674,370
(36 kgs/person)

Participating Municipalities:

Arthur, R.M.
Boissevain, Town
Brandon, City
Cameron, R.M.
Canupawakapa Dakota N (Oak Lake)
Carberry, Town
Cornwallis, R.M.
Deloraine, Town
Elkhorn, Village
Elton, R.M.
Glenboro, Village
Glenwood, R.M.
Hartney, Town
Killarney, Town
Melita, Town
Morton, R.M.
North Cypress, R.M.
Oak Lake, Town
Oakland, R.M.
Rivers, Town
Sifton, R.M.
Souris, Town
South Cypress, R.M.
Strathcona, R.M.
Turtle Mountain, R.M.
Virden, Town
Wallace, R.M.
Wawanesa, Village
Whitehead, R.M.
Whitewater, R.M.
Woodworth, R.M.

Recycling bins, Town of Gimli

PROMOTION AND EDUCATION

THE MULTI-MATERIAL WRAP FUND SHALL BE USED TO PROVIDE OR PAY FOR ANY OR ALL OF THE FOLLOWING:

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b. education programs for the purpose of the waste reduction and prevention program for designated material;

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d. research and development activities related to the management of designated material;

e. promotion and development of activities and economic instruments to encourage reduction and prevention of waste designated material;

f. the appropriate disposal of waste designated material;

g. salaries and other costs of the Board and the Fund;

h. salaries and other costs of government for the administration and enforcement of the Act and this regulation as they relate to the responsibilities of the Board and the regulations respecting reduction and prevention of waste designated material.

Introduction:

A key component of MPSC's mandate is promotion and education (P & E). To satisfy this component, and more fundamentally, to drive recovery of designated materials, the MPSC takes a multi-pronged approach to P & E:

- *Tools, training and support materials to help* ***municipalities*** *promote their program and educate their residents;*
- ***School and youth*** *programs focussing on educating and empowering the next generation of recyclers; and*
- *Media opportunities, advertising, and partnerships with* ***other stakeholders.***

The result of our P & E activities is a comprehensive approach that maximizes education opportunities with all our stakeholders and in turn maximizes the recovery of designated materials.

Municipal Promotion and Education

In addition to financial support, the MPSC provides participating municipalities all kinds of tools and training to help them to promote their recycling programs and educate their residents.

MPSC's Municipal Promotion and Education Program follows two streams. The first is a *communications* stream flowing directly to the municipal official, recycling agent or promotion and education designate in each participating community. The second stream consists of tools and programs delivered directly to the resident. The similarity is that both streams rely on local recycling representatives. MPSC recognizes that these people are the most credible source of information for their residents. Our job is to provide the training, tools and support to these local experts so that they can deliver the information and services so important to recycling program success.

LYNNE BEREZA
Promotion and Education Coordinator

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Lynne Bereza
Promotion and Education Coordinator

Left: Recycling Depot, Town of Killarney and R.M. of Turtle Mountain

Communities Gaining Weight Program

The Communities Gaining Weight Program is a goal-setting program whereby participating communities voluntarily set a recycling goal for the year. MPSC provides participants with targetted tools to help them achieve their goals.

A total of 33 communities agreed to participate in the program, up from 24 communities in 2001 - 2002. Each community was assigned the goal of increasing their recycling recovery by only 2 kgs/person.

Components of the program were:

- a kick-off news release issued by MPSC to the local newspaper in each participating community
- a mid-program news release
- a wrap-up news release
- a postcard designed by MPSC (in-house) and produced exclusively for Gaining Weight. Communities distributed these to their residents via mailouts, at local events, and at recycling depots and community buildings

The end results speak for themselves. Out of 33 participating communities, 14 either met or exceeded their goal. Another seven communities achieved 90% of their goal. An additional three communities, while not meeting their goal, recycled in excess of 45 kgs/person.

THE FOLLOWING COMMUNITIES PARTICIPATED IN THE COMMUNITIES GAINING WEIGHT PROGRAM:

The Communities of Arborg, Bifrost and Riverton
The Town of Beausejour
The Village of Benito
The R.M. of Blanshard
The Town of Carman
The R.M. of Coldwell
The Town of Deloraine
The City of Flin Flon
The Town of Gimli
The Town of Gladstone
The Town of Lac du Bonnet
The R.M. of Macdonald
The Village of MacGregor and R.M. of North Norfolk
The Village of McCreary
The Town of Melita
The Town of Neepawa
The R.M. of North Cypress
The Village of Notre Dame
The R.M. of Park (along with recycling partners the R.M. of Clanwilliam, Town of Erickson, and Riding Mountain National Park)
The Town of Plum Coulee
The Village of Powerview
The R.M. of Rhineland
The Town of Roblin
The Town of Rossburn
The City of Selkirk
The R.M. of Strathclair
The City of Thompson
The R.M. of Thompson
The Village of Wawanesa
The Communities of Whitemouth, Reynolds and North Whiteshell
The R.M. of Whitewater
The City of Winkler
The Town of Killarney and R.M. of Turtle Mountain

Free P & E Materials

MPSC provided customized envelope inserts, decals and fridge magnets to communities starting new recycling programs, as well as to communities whose program details changed. These items are customized with specific community recycling and waste management information. During 2002 - 2003, a dozen communities ordered these materials.

HELP YOUR COMMUNITY TO GAIN WEIGHT THIS YEAR! IT'S EASY. ALL YOU HAVE TO DO IS RECYCLE...
2 extra newspapers each month
or...
2 more aluminum cans each week
SMALL EFFORT... BIG REWARD
Worth Every Penny.
mpsc
PLASTICS RECYCLING
WWW.MPSC.COM
Manitoba Product Stewardship Corporation
PROGRAM OVERVIEW
WORTH EVERY PENNY

A variety of promotional posters, brochures, and fact sheets are also made available free of charge to community recycling programs.

MPSC added a third Recycled Products Display and several videos to the Video Library borrowing service. Municipalities, recyclers and schools may borrow a display or videos for up to two weeks at a time. These items are very helpful in promoting recycling at community events and during displays and presentations.

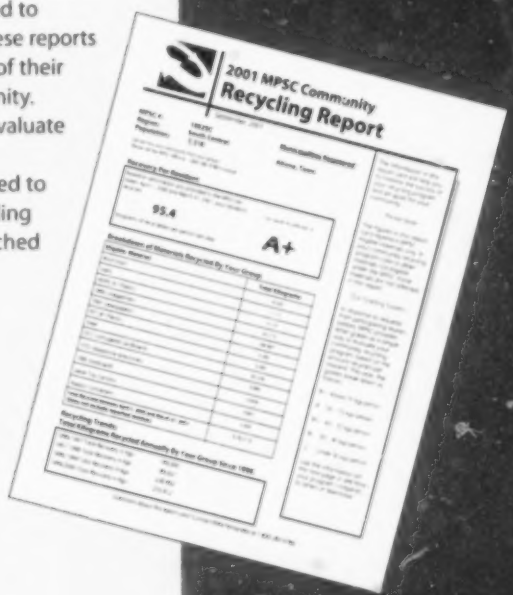
Communications with Local Recycling Representatives

- The **Guide to Plastics Recycling** was developed as a comprehensive overview of how and why to add #4, #5 and #7 plastics to local programs.
- MPSC developed a regular **monthly bulletin** for municipalities and recyclers. The bulletin ensures that these stakeholders receive timely information about MPSC programs and supports.
- Two new **MPSC Fact Sheets** were developed: "Worth Every Penny" and "MPSC Program Overview." The "Worth Every Penny" fact sheet provides a clear and simple answer to the common question, Why can't I return my bottles and cans for a refund? "Program Overview" is simply a snapshot of MPSC's mandate and how it is fulfilled through our programs. Both these fact sheets are a valuable component of MPSC public relations, but also assist local representatives explain the advantages of Manitoba's program to their residents.
- **Toll-free telephone assistance** is helpful to many municipalities and recyclers. Top P & E issues that arise include increasing participation, residue and contamination issues, increasing convenience, and effective distribution of P & E materials.
- **Spring Regional Recycling Meetings** and **Fall Annual Workshops** are valuable get-togethers for recycling administrators throughout Manitoba. Over 100 people participated in regional meetings, and 150 guests attended in annual workshops. (For more information see page 31).
- **Community Recycling Reports** were distributed to participating municipalities in October, 2002. These reports assist municipalities in monitoring the success of their recycling programs, and goals for their community. A grading system gives users a simple way to evaluate their community recycling program.
- **MBRecycles** is an on-line community established to provide a forum for Manitobans to share recycling information and/or post questions. MPSC launched this "chat group" in late 2002.

SUCCESS IN "GAINING WEIGHT"

Some of the stand-outs in the MPSC's Communities Gaining Weight Program for 2002-2003:

- The **Town of Killarney and R.M. of Turtle Mountain** almost doubled their goal by recycling 203 metric tonnes (60 kg/person). This has special significance as the community was without an active recycling program for a number of years.
- The **R.M. of Blanshard** recycled 26 kgs/person, which is well below the provincial average of 43 kgs/person. However, they have increased substantially from their rate of only 7 kgs/person in 2001 - 2002! This is a 288% increase from their original goal, which was to increase from 7 kgs to 9 kgs per person.
- The communities of **Roblin, Benito and Winkler** all exceeded their recycling goals, and all reported well over 80 kgs/person. These three communities continue to promote recycling actively and regularly, and their P&E programs have rewarded them with continued increases in recycling levels.



STAR Program

MPSC's STAR (Student Action for Recycling) Program continues to grow and evolve with each passing year. In 2002 - 2003 year, 707 schools took part in the program. This amounts to 78% of the schools in the province.

The program continues to be very well received by K-S4 schools throughout Manitoba. The annual $500 honorarium continued to support recycling and a great variety of other environmental programs in participating schools.

STAR schools account for this honorarium by filling out a detailed questionnaire at the end of each school year. Some of the questions schools must answer are:

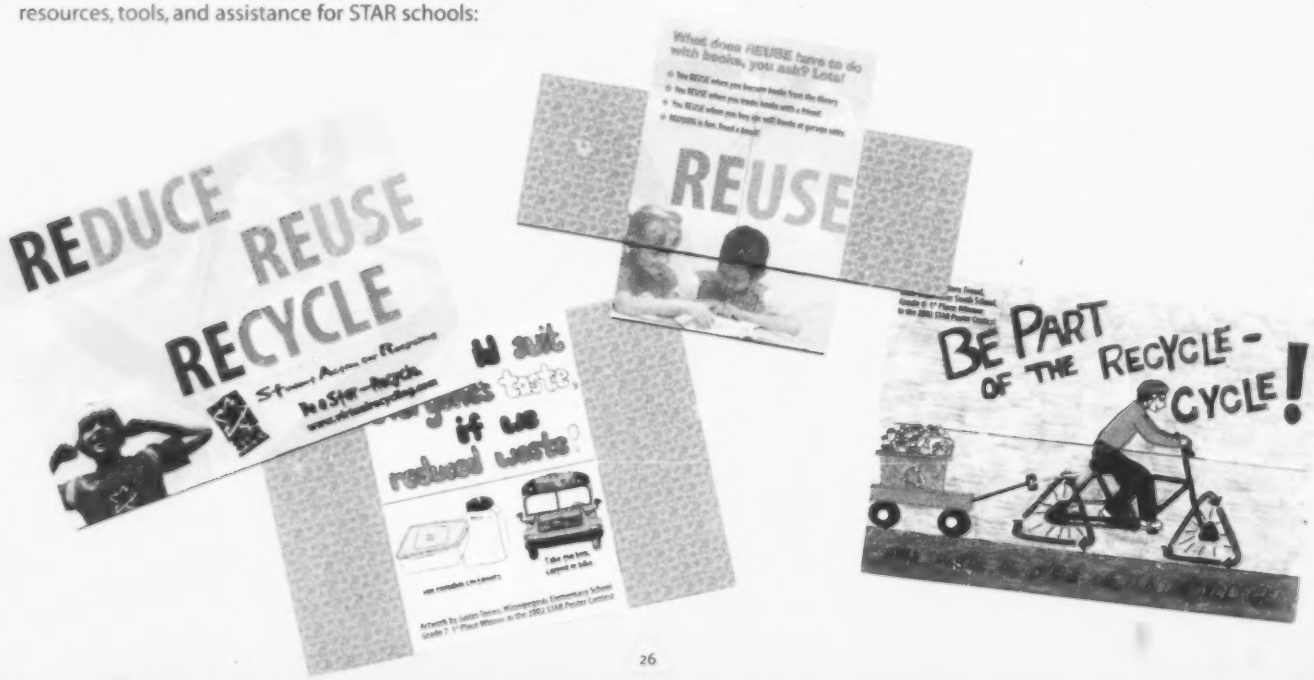
- What materials are collected in your recycling program?
- How many kgs/month or kgs/year does your school collect of these materials?
- Who collects the material from your school and delivers it to the depot?
- What is the annual fee for this service?
- Did you use the $500 honorarium for any other environmental materials or activities? If so, what?

These annual questionnaires not only make STAR funding recipients accountable, they assist the MPSC in further developing and improving the STAR Program.

STAR Communications

Similar to Municipal Programs Promotion and Education, two audiences are in mind when creating differing types of communications within the STAR Program. School Recycling Coordinators (usually teaching staff but may also be students in the senior grades) are provided with several resources. Students are provided with free incentives and the opportunity to compete in poster contests. In some cases, the tool is as valuable for one audience as for the other — such is the case with the Virtual Recycling Web site. The following is a list of resources, tools, and assistance for STAR schools:

- **STAR Newsletter** – a newsletter published three times a year that includes STAR Program updates, school profiles, funding ideas, information about potential guest speakers and entertainers, and answers to frequently asked questions.
- **www.virtualrecycling.com** – MPSC's educational Web site continues to grow and offers a multitude of information and services to teachers and students in Manitoba and beyond. A comprehensive STAR Program section enables teachers to find out more about the STAR Program, use a database to search out other STAR schools, download STAR Program materials, and register on-line for the program. Various feature articles provide assistance and ideas on a variety of recycling and waste reduction topics. Most popular last year was the "School Profiles" Section, where a number of Manitoba schools have allowed their environmental programs to be highlighted for sharing with other schools.
- **Free Tools for STAR Students** – Small incentives motivate young students and assist teachers in promoting school recycling programs. Some of the free incentive items MPSC supplies to schools include bookmarks, badges, tattoos, stickers, colouring books and reusable lunch bags. Last year, MPSC created an incentive for each STAR student with a **Perpetual Folder.** Using images drawn from the pool of poster contest winners, each flap of the folder contained a message about one of the R's: Reduce, Reuse and Recycle. The folder, produced in both French and English, was greatly enjoyed by students and adults alike.
- **4th Annual STAR Poster Contest** – in this contest, over 3,000 posters were created at the classroom level, with 400 being submitted to MPSC for final judging. Judges Joe Grande of Grandesign and Mary Melnychuk of the Environmental Speakers Bureau chose 1st, 2nd and 3rd place winners in each grade. Winners received personalized t-shirts and framed reprints of their posters. Every student who created a poster received a STAR tattoo. In addition, the winning posters were featured in a 10-month school calendar distributed to all schools in September, 2002.



STAR Partnerships

- **Environmental Speakers Bureau (ESB)** – Winnipeg teachers can call on the Environmental Speakers Bureau (ESB) of Resource Conservation Manitoba to arrange a classroom visit by a trained presenter on various resource issues. MPSC's continued sponsorship of the ESB means that the service is free to Winnipeg area schools. During 2002 - 2003, 201 presentations were given to 46 Winnipeg area schools. The ESB's Rural Kit for teachers was sent to 36 schools outside the capital region.
- **Manitoba Envirothon** – MPSC provided funding and in-kind support to Manitoba Envirothon for the third year. Envirothon is Olympic-style environmental competition, offered by the Manitoba Forestry Association, aimed at attracting high school students with environmental interests. Envirothon is held annually in late May.

MPSC also assists non-profit organizations to communicate environmental education messages through the STAR newsletter. The newsletters distributed last year included information about the following programs: International Walk to School Day, Manitoba Envirothon, the Environmental Speakers Bureau, and National Waste Reduction Week, among others.

www.virtualrecycling.com

"As a teacher ... who is very aware of our lack of recycling in this country... I am trying to inspire my pupils to take more of an interest in their environment. Thanks for the informative website and hopefully this will at least get them to start thinking and possibly do something!"

— Gillian Hassan, Dunlunce School, Northern Ireland

EDUCATION OVER RECOVERY

STAR is an educational program. While the MPSC encourages schools to track the amount of material they recycle as a good opportunity for students to practise math skills, the data gathered is not verified. The MPSC is not mandated to do so because the recyclable material schools produce is not residential in nature.

The MPSC does recognize, however, that educating youth about the importance of waste reduction and recycling is essential to the success of those residential recycling programs that do fall under our mandate. Children who develop good recycling habits tend to take these habits home with them. Community recycling programs flourish as a result. Therefore, it is important for students to learn the importance of and have access to recycling opportunities in school.

To be eligible for STAR funding, a school must have, or be planning to start, an in-school recycling program. So long as this basic requirement is met, schools may spend any remaining funds on one or more of the following:

- Composting projects
- School ground naturalization/beautification
- Environmental speakers/entertainers
- Environmental books, videos or computer software
- Environmental field trips
- Community/school clean-up activities
- Rewards and incentives for school environmental clubs
- Donations to worthy environmental causes
- Any environmental project or activity

P & E - Other Stakeholders

In addition to directing communication to schools and municipal recycling programs, MPSC's P & E efforts encompass other stakeholders. These include non-registered municipalities, Northern Affairs communities, recycling industry representatives, beverage industry and other stewards, government and statutory corporations, and the general public. Several communication tools are targetted at these various groups, including:

www.mpsc.com

Our corporate Web site continues to evolve. The most popular area is the News section (which is conveniently located on the home page). Users also appreciate the wide variety of downloadable resources.

Stewardship Circle

MPSC's bi-annual newsletter continues to provide a forum for MPSC issues and news items. Issues were produced in March and November of 2002.

Media Releases

Keeping MPSC news and events in the public eye is increasing in importance. To that end, a number of newsworthy items were issued to media throughout the province.

Outdoor Advertising

Outdoor advertising was a mainstay of MPSC's corporate messaging in the early years of our program development. Recycling is now commonplace throughout the province and our efforts and resources have shifted toward developing promotion and education tools at the community level. We continue to use outdoor advertising as our vehicle for litter awareness communications.

Manitoba Product Stewardship Corporation
Quick Links
Manitoba is the only province where municipalities receive direct, incentive-based funding to offset recycling costs."
mpsc
MPSC is an independent, non-profit organization representing the interest of all sectors of Manitoba, including consumers, industry, municipalities and governments.
Recycle it's Worth it!
Find out What You Told Us
Join MB Recycles - Manitoba's On-Line Recycling Group

TECHNICAL SERVICES AND SUPPORT

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Introduction:
As part of our mandate to administer programs that reduce packaging and printed material waste, the MPSC allocates technical resources to assist communities in designing programs that will meet their waste management objectives, including:

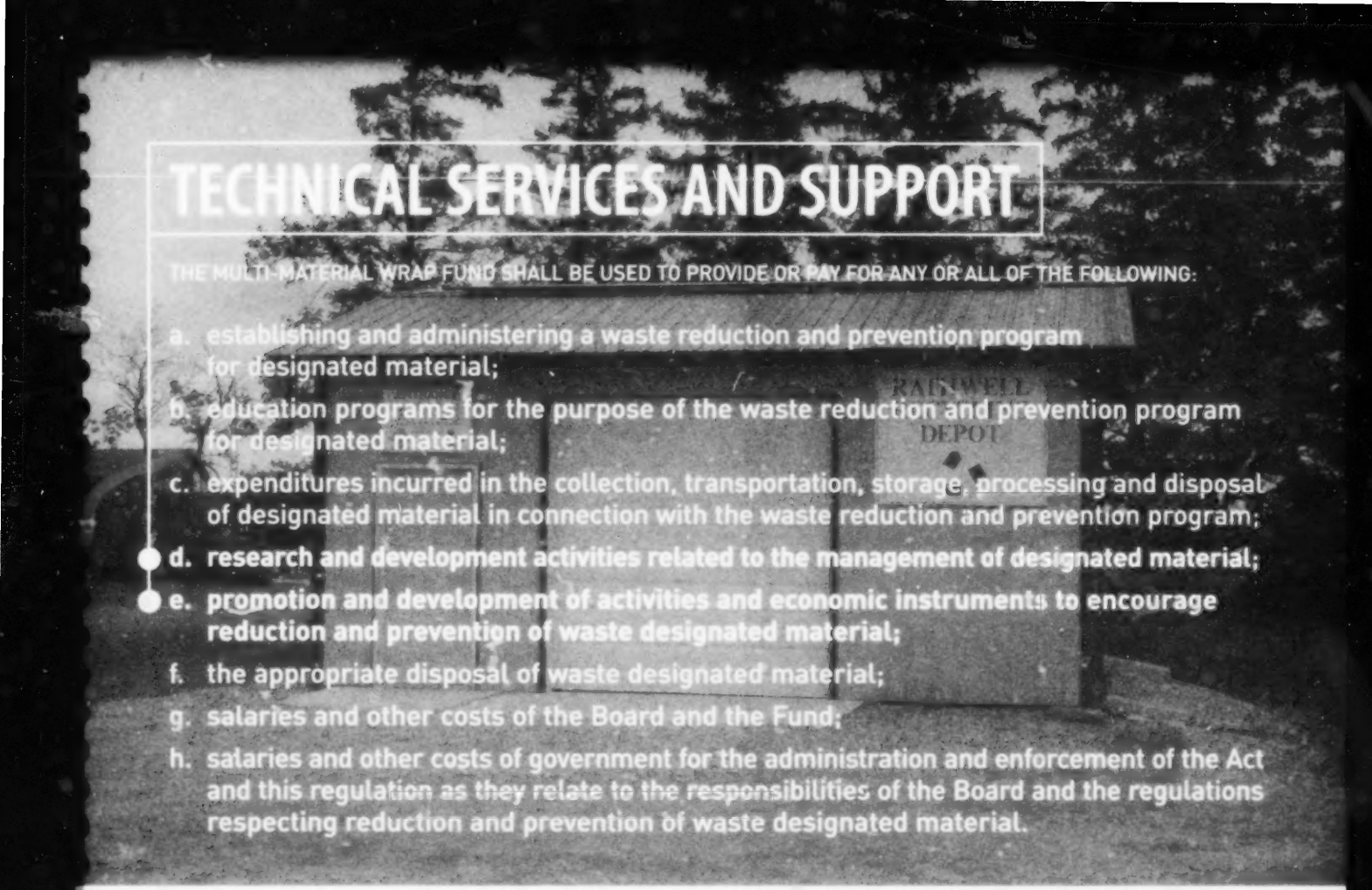
- *collection/processing*
- *marketing of recyclable materials*
- *research and development*
- *understanding non-residential waste streams*

The result of our technical support activities is a comprehensive support system that helps municipalities to develop and improve all aspects of their recycling programs, while helping the MPSC to deliver our mandate.

Manitoba's Recycling Evolution Continues

In 1994 Manitobans recycled approximately 5,000 tones of residential MPSC-designated recyclables. Last year Manitobans recycled 49,367 tonnnes of residential MPSC-designated materials. This is represents an increase of 69% over the past eight years. This increase is truly revolutionary and represents a fundamental change in Manitobans' recycling habits and opportunities since the early 1990s. Coincidently there are three Es that can be used to describe Manitoba's recycling evolution. They are as follows:

1. Effective
Communities continue to examine and measure how their recycling programs are working. For example, the City of Winnipeg, the City of Selkirk, the City of Flin Flon and the R.M. of Coldwell all made substantial changes to their recycling service delivery last year. The focus of these changes is to improve the effectiveness of their respective recycling programs and recycling rates. These changes were based primarily upon financial analysis, citizen awareness and common sense.



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2002-2003 MARKET AND TECHNICAL SERVICE ASSISTANCE SUMMARY

MPSC conducted technical visits and/or provided technical assistance to the following organizations, communities and recycling service providers during the past year:

1. Buffalo Point First Nation
2. Town of Churchill
3. College Universitaire de St. Boniface
4. Community Change Pty - Melbourne, Australia
5. Cornerstone Industries - Gimli and Winnipeg Beach
6. Dakota Plains First Nation
7. Eastman Recycling-Steinbach
8. Town of Erikson
9. City of Flin Flon/Flin Flon and District Recycling
10. Fox Lake First Nation
11. Town of Gillam
12. Healthcare Alliance Inc.
13. Indian and Northern Affairs Canada
14. Interlake Regional Health Authority
15. Keystone Centre - Brandon
16. Town of Leaf Rapids
17. Village of MacGregor
18. Manitoba Department of Energy, Science & Technology
19. Manitoba Government Services
20. Manitoba Telephone Systems
21. Manitoba Trade and Investment Corporation
22. Town of Melita
23. Town of Minnedosa
24. NAPCOR, Charlotte, North Carolina
25. Nisichawayasihk Cree Nation (Nelson House)
26. North American Indigenous Games
27. North Central Community Futures Development Coporation
28. Norway House First Nation
29. Opaskwayak Fist Nation
30. Oxford House First Nation
31. Parks Canada
32. Town Site of Pine Falls
33. Parks Manitoba (Clearwater Provincial Park, Paint Lake Provincial Park, Whiteshell Provincial Park)
34. Portage and District Recycling
35. Red River College
36. Reston
37. Town of Rivers
38. R.M. of Birtle
39. R.M. of Daly
40. R.M. of Kelsey
41. R.M. of Park
42. R.M. of Piney
43. R.M. of Pipestone
44. R.M. of St. Andrews
45. R.M. of Shell River
46. R.M. of Springfield
47. R.M. of Victoria
48. R.M. of Westbourne
49. Rolling River First Nation
50. Town of Roblin
51. Town of Russell
52. Sagkeeng First Nation
53. Sioux Valley First Nation
54. Town of Snow Lake
55. Town of Souris
56. South Mountain Recycling Group
57. Tataskweyak Cree Nation (Split Lake)
58. Thompson Recycling Centre
59. Town of The Pas
60. Village of Treherne
61. Tootinaowaziibeeng Treaty Reserve
62. UMA Engineering
63. University of Manitoba
64. University of Winnipeg
65. Town of Virden
66. Wabowden
67. Waywayseecapo First Nation
68. Village of Wawanesa
69. Westman Recycling - Brandon
70. Winnipeg Folk Festival
71. Winnipeg Foundation

2. Efficient

Sharing the cost of municipal services is not a new concept in Manitoba, and recycling collection and processing services are not immune to this trend. Outside of Winnipeg, regional recyclers in Virden, Thompson, Steinbach and Brandon continue to see strong growth in the number of tonnes they process. One good example of a recycling program that increased its efficiency last year is the Town of Virden. Virden made a financial investment in additional recycling processing equipment in order to accommodate more recyclables due to an ever-increasing recycling rate. More tonnes processed in existing recycling facilities will ultimately lead to lower processing costs.

3. Economical

As recycling programs continue to mature and evolve, they are attracting more and more financial scrutiny by local decision-makers. This is a welcome development. A case in point is a cooperative analysis on recycling opportunities at Falcon and West Hawk lakes. The MPSC participated in some basic recycling performance measurement, stakeholder consultation and financial analysis, along with the Whiteshell Provincial Park Cottage Owners Association and Manitoba Conservation staff. It was determined that with a combination of administrative changes and modest capital investment, recycling could be drastically improved at both Falcon and West Hawk lakes. The increase in recycling and resulting revenues combined with lower landfill disposal fees is expected to reduce overall waste management costs. That is good news for both recyclers and our planet.

There are many other good examples of effective, efficient and economical recycling program changes that are a product of Manitoba's reduce, reuse and recycle evolution. The MPSC is committed to sharing these stories and reports from all over Manitoba. At future regional meetings and annual workshops the MPSC will invite communities to share their challenges and opportunities with Manitoba's recycling stakeholders.

David Crawford
Market and Technical Services Manager

Congratulations to both the Buffalo Point First Nation and Eastman Recycling of Steinbach for working cooperatively to implement a new depot recycling program. This program, implemented last year, will benefit members of Buffalo Point First Nation as well as seasonal cottagers.

2002-2003 MARKET AND TECHNICAL SERVICE ASSISTANCE SUMMARY

MPSC conducted technical visits and/or provided technical assistance to the following organizations, communities and recycling service providers during the past year:

1. Buffalo Point First Nation
2. Town of Churchill
3. College Universitaire de St. Boniface
4. Community Change Pty - Melbourne, Australia
5. Cornerstone Industries - Gimli and Winnipeg Beach
6. Dakota Plains First Nation
7. Eastman Recycling-Steinbach
8. Town of Erikson
9. City of Flin Flon/Flin Flon and District Recycling
10. Fox Lake First Nation
11. Town of Gillam
12. Healthcare Alliance Inc.
13. Indian and Northern Affairs Canada
14. Interlake Regional Health Authority
15. Keystone Centre - Brandon
16. Town of Leaf Rapids
17. Village of MacGregor
18. Manitoba Department of Energy, Science & Technology
19. Manitoba Government Services
20. Manitoba Telephone Systems
21. Manitoba Trade and Investment Corporation
22. Town of Melita
23. Town of Minnedosa
24. NAPCOR, Charlotte, North Carolina
25. Nisichawayasihk Cree Nation (Nelson House)
26. North American Indigenous Games
27. North Central Community Futures Development Coporation
28. Norway House First Nation
29. Opaskwayak Fist Nation
30. Oxford House First Nation
31. Parks Canada
32. Town Site of Pine Falls
33. Parks Manitoba (Clearwater Provincial Park, Paint Lake Provincial Park, Whiteshell Provincial Park)
34. Portage and District Recycling
35. Red River College
36. Reston
37. Town of Rivers
38. R.M. of Birtle
39. R.M. of Daly
40. R.M. of Kelsey
41. R.M. of Park
42. R.M. of Piney
43. R.M. of Pipestone
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David Crawford
Market and Technical Services Manager

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MPSC marketing and technical support is comprised of several key services:

- **Marketing Support:** The MPSC collects and maintains a comprehensive list of available recycling markets. Municipalities and recycling agents can request assistance with evaluating the best net revenue for their recyclables. The MPSC monitors market revenues for all MPSC-eligible materials on a monthly basis.
- **Collection and Processing Evaluation:** The MPSC will evaluate current collection and processing options for municipalities and/or their service providers, and make suggestions that municipalities could consider.
- **On-Site Evaluations:** The MPSC will make technical visits to municipalities and their processors. These evaluations and subsequent follow-ups are designed to assist municipalities to improve or to make substantial changes to their recycling programs.
- **Cost Analysis:** The MPSC will not perform full-cost accounting analysis for municipalities. However, we will provide educational materials, case studies and assistance to explore potential collection, processing, marketing, and transportation and promotion opportunities, which can be utilized to analyze options and their costs.
- **Cost Report:** MPSC issued a cost report to each participating community based on details provided by municipalities for our 2001 Cost Monitoring Study. The reports are intended to assist communities to evaluate the strengths and weaknesses of their programs and make necessary improvements.
- **Transportation Resources:** The MPSC actively encourages municipalities and service providers to utilize proper shipping techniques and practices. This includes the use of *backhaul* opportunities to reduce shipping costs. The MPSC maintains a list of potential carriers for municipalities to consult with.

The MPSC acts as a resource for recycling stakeholders. Consistent with the voluntary nature of the MPSC, local governments ultimately decide the best course of action for their communities.

2002 Regional Meetings

The MPSC again addressed regional recycling challenges and opportunities. Regional meetings focussed upon practical solutions while strongly encouraging and supporting attendee participation. It has become apparent that Manitobans have accumulated much practical recycling experience since the inception of the MPSC. Stakeholders agree that sharing this experience in a "peer to peer" setting is absolutely critical.

Topics covered included:

- program planning and evaluation
- promotion and education
- revenue maximization
- markets
- integrated solid waste management

Regional Meeting locations:

- Snow Lake
- Minnedosa
- Pine Falls
- Altona

A total of over 100 participants attended the four regional meetings.

2002 Annual Workshops

MPSC annual workshops were once again held in the fall. These workshops were operated on a successful dual-track method.

Market and technical sessions included:

- MPSC's next three-year business plan
- promotion and education opportunities and success stories
- review of MPSC market and technical services support

Annual Workshop Locations:

- Brandon (October, 2002)
- Winnipeg (October, 2002)
- Thompson (January, 2003)

A total of over 150 participants attended the three annual workshops.

Left: Some of the participants in MPSC's Communities Gaining Weight Program were recognized at the MPSC annual workshop in Brandon, Manitoba, in the fall of 2002.

From l to R:
Lynne Bereza, P & E Coordinator, MPSC
Alison Wallace, Town of Roblin
Lynn Murphy, Town of Carberry
Karon Harness, Village of Benito
Dennis Jarema, R.M. of North Norfolk
Mike Hrechka, ACL Virden
Murray Rapley, Town of Strathclair
Monica Radford-Ferguson, Town of Gladstone

STAR Plus Program

The 2002 - 2003 was another successful year for the STAR Plus Program. All STAR Plus participants increased their recycling rates, and completed detailed waste audits last year. Students continue to be a critical part of the success of the STAR Plus Program. During the next year post-secondary students will conduct research and analyze potential recycling options at all the participating post-secondary educational institutions. This process is one of the goals of the program.

Congratulations to all of the STAR Plus participants for both their recycling accomplishments and environmental leadership.

The MPSC mandatory materials are:
old newspapers, aluminium cans, glass containers, #1 PET plastic pop bottles and household steel containers

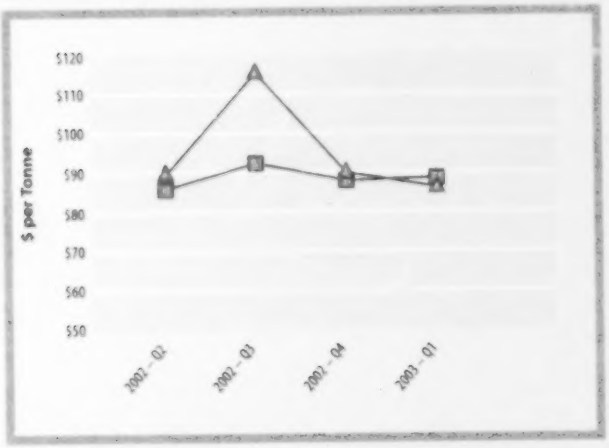
The specific objectives of the STAR Plus Program are to:

- decrease the amount of MPSC-designated materials going to landfill;
- reduce the expense post-secondary educational institutions currently incur for removal and disposal of MPSC-designated materials;
- provide the MPSC with measurable feedback about the results and costs of recycling and waste reduction activities at post-secondary institutions in Manitoba; and
- create a learning opportunity for students, faculty and staff through active learning and participation.

The MPSC is pleased to recognize the following post-secondary educational institutions that participated in the STAR Plus Program last year.

- College Universitaire de St. Boniface, Winnipeg
- Keewatin Community College, The Pas and Thompson
- Red River College, Winnipeg
- University of Manitoba, Winnipeg
- University of Winnipeg, Winnipeg

Chart 6 — Revenue Monitoring



Revenue Monitoring 2002 - 2003

The MPSC regularly monitors market revenues of all eligible materials. The average revenues for the MPSC basket of materials over the past year are the highest ever recorded since the revenue monitoring process began in 1996. Aluminum cans, old newspaper and cardboard prices provided much of the above-average revenue for recycling programs last year. Examples of strong revenues for the MPSC basket of materials include:

- *six separate months where revenue was at least $10 per tonne above the seven-year average*
- *three separate months where revenue was at least $28 per tonne above the seven-year average*

Last year, on average, the MPSC basket of materials remained at $36 per tonne above the minimum amount included in the MPSC funding formula.

STEWARD PROGRAMS

" A steward of beverage containers shall pay a WRAP levy at the rate of 2¢ per container that contained a beverage that is supplied by the steward for consumption in Manitoba."

Source: The Waste Reduction and Prevention Act (C.C.S.M c. W40)

Manitoba Regulation 39/95 Multi-Material Stewardship (Interim Measures) Regulation

All MPSC's activities and programs are financed through revenues designated by government regulation. Currently, all revenues are derived from levies on beverage containers.

Stewards of Designated Materials

The Multi-Material Stewardship (Interim Measures) Regulation (39/95) requires companies supplying non-deposit, ready-to-serve beverage containers in Manitoba to obtain a Product Steward Licence from the Manitoba Product Stewardship Corporation. During the 2002-2003 Manitoba Product Stewardship Corporation Year, 85 companies were licensed as Product Stewards to supply beverage containers in Manitoba.

Along with obtaining a Product Steward Licence, companies are required to register their container types, report containers supplied and remit a 2¢ WRAP Levy per container supplied to the Manitoba Product Stewardship Corporation.

The MPSC received approximately $7.2 million in WRAP Levy remittances generated by the 2¢ levy on non-deposit, ready-to-serve beverage containers during the 2003 program year. This total represents a 4% increase over the previous program year. (Figures are based on numbers before accrual for late reporting of levies and provisions under the MPSC Credit Program.)

Compliance Review procedures, as part of the compliance/enforcement area of the Stewards Program, are performed on a rotating schedule and may take the form of desk, field or forensic review. All compliance review procedures are performed by an independent, third-party organization to maintain confidentiality of sensitive sales information. The Compliance Review program area progressed with the review of 16 product stewards during the 2003 program year. In addition to the compliance reviews, periodic in-store monitoring is conducted to ensure that the applicable materials are properly registered by the MPSC.

The 2¢ WRAP Levy is only applicable on beverage containers supplied in Manitoba. The Credit Program area of the MPSC is a mechanism whereby Licensed Product Stewards may apply for reimbursement of WRAP Levies for out-of-province sales of applicable materials. The Credit Program also addresses double remittances and over-remittances on applicable materials. Just over $217,000 was paid out to the five Product Stewards that requested and qualified for credits during the 2003 Program year. (Figures are based on numbers before accrual for late reporting of levies and provisions under the MPSC Credit Program.)

The past year has also been active with the posting of all Stewards Program information, licence and registration forms, and guides at the MPSC's Web site www.mpsc.com. As well, there has been an increase in the use of electronic media with Product Stewards for reporting, communication and administration.

Chart 7 — Container Sales (2002-2003 Fiscal Year)

Container Material	Container Sales
Aluminum	167,308,384
PET	93,561,207
Aseptic (Tetra Pak)	42,284,462
MLCC Liquor Glass	19,200,584
Glass	12,508,329
Pure Pak (Gable Top)	4,105,579
Other Plastic	3,445,102
Others	2,907,194
HDPE	2,490,621
Other Steel	1,554,079
2 Piece Steel	136,740
Total:	**349,502,281**

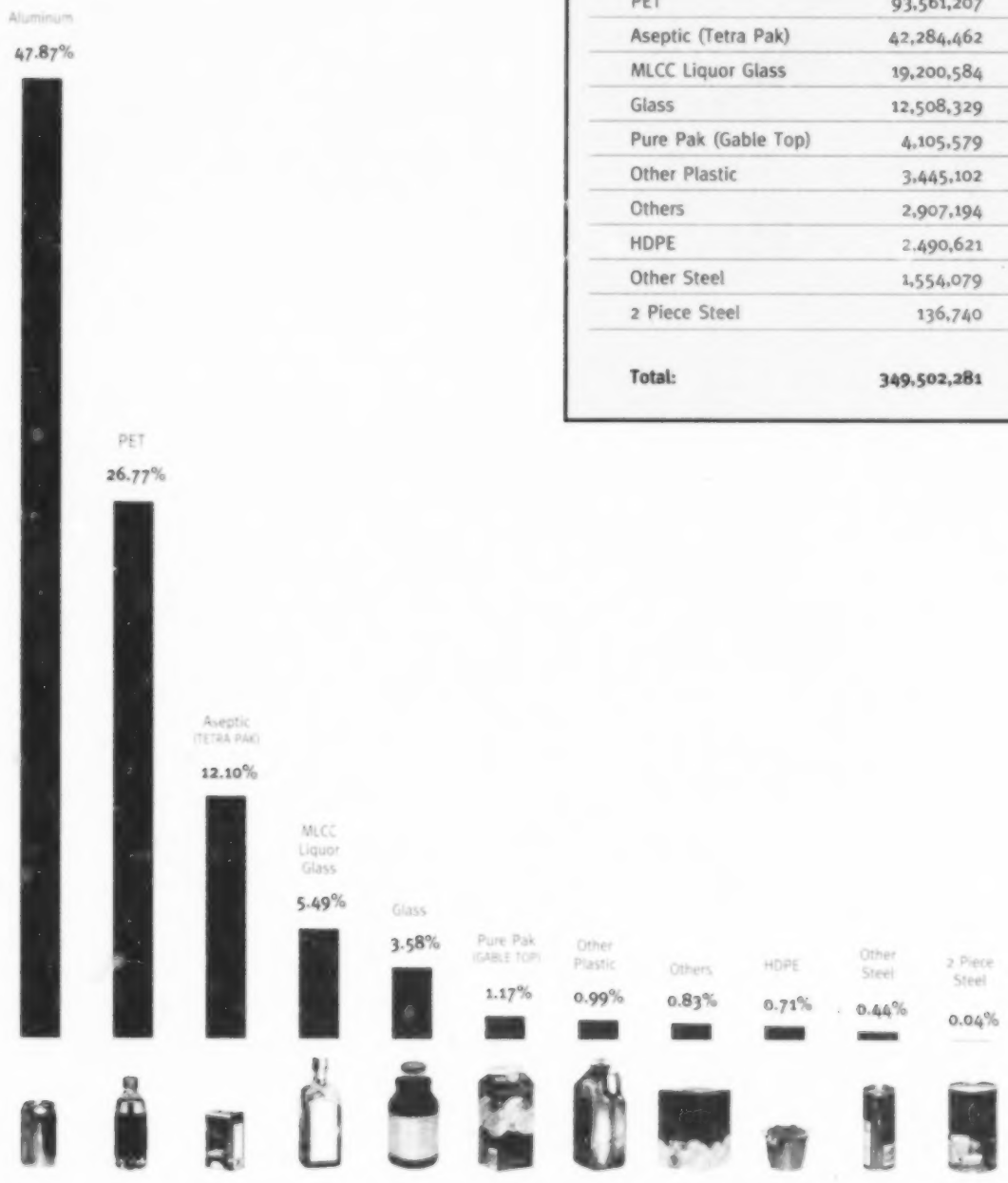
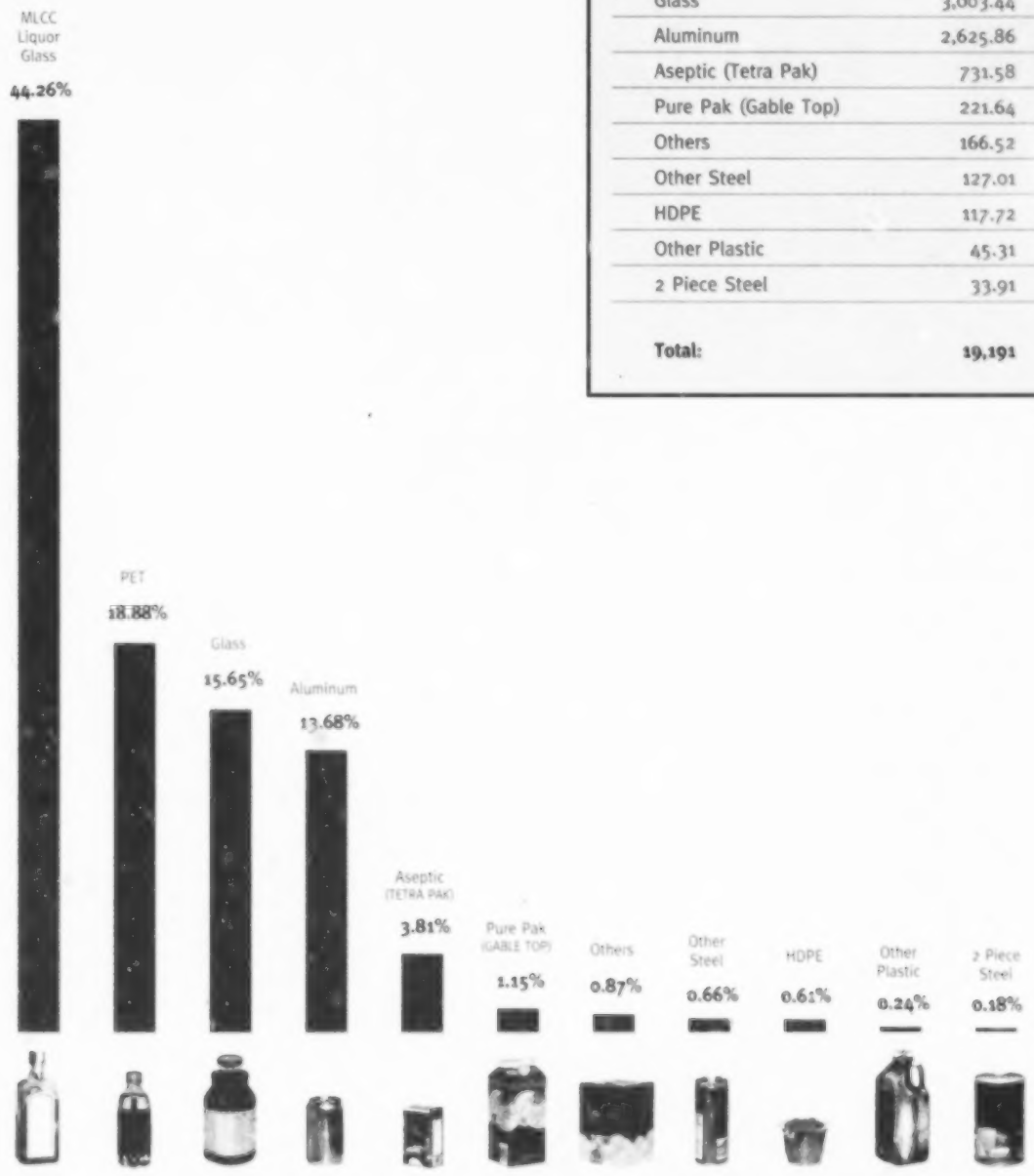


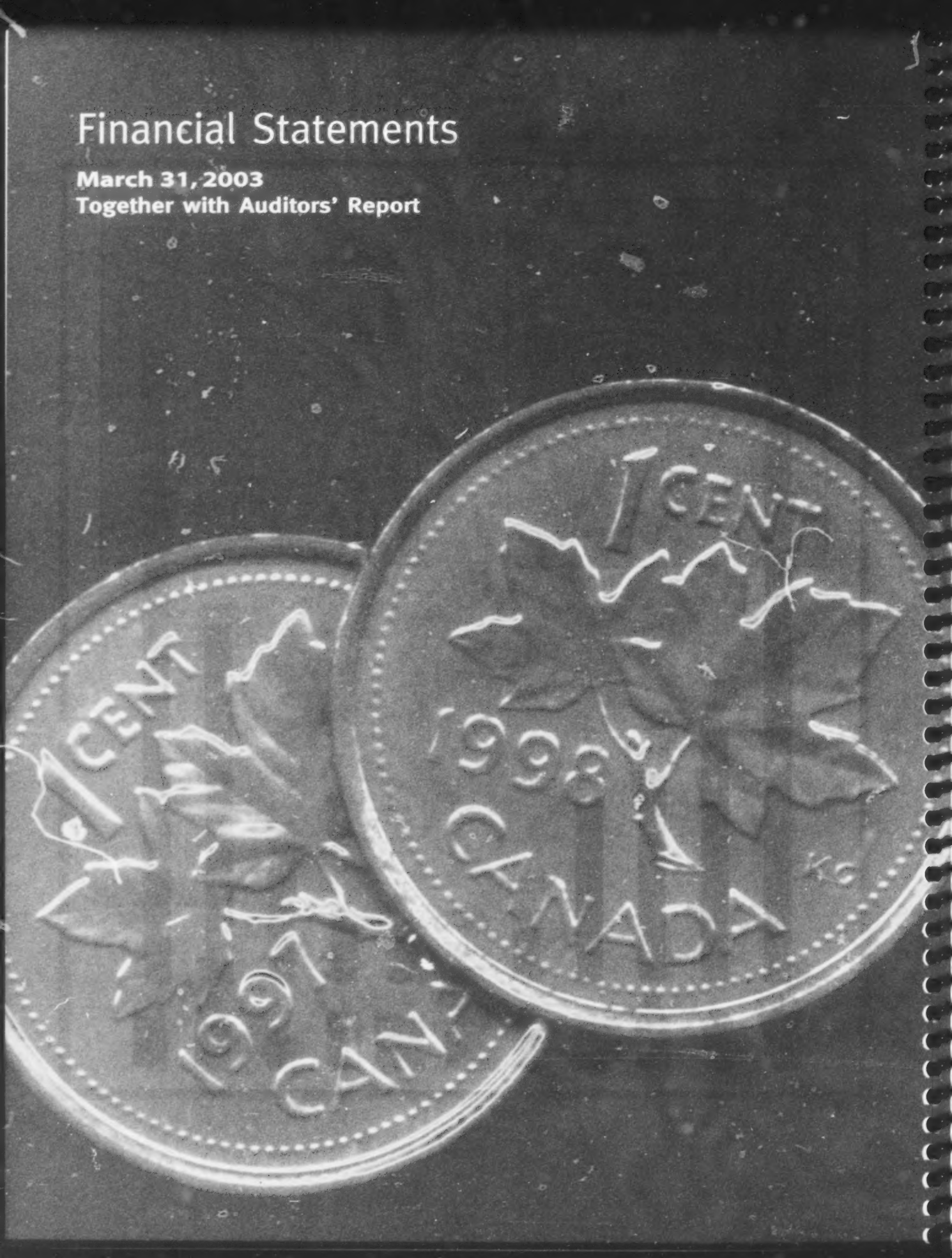
Chart 8 — Weight of Containers Sold (Metric Tonnes, 2002-2003 Fiscal Year)



Container Material	Container Weight
MLCC Liquor Glass	8,494.86
PET	3,623.13
Glass	3,003.44
Aluminum	2,625.86
Aseptic (Tetra Pak)	731.58
Pure Pak (Gable Top)	221.64
Others	166.52
Other Steel	127.01
HDPE	117.72
Other Plastic	45.31
2 Piece Steel	33.91
Total:	**19,191**

Financial Statements

March 31, 2003
Together with Auditors' Report



AUDITORS' REPORT

To the Board of Directors of
Manitoba Product Stewardship Corporation,

We have audited the balance sheet of **MANITOBA PRODUCT STEWARDSHIP CORPORATION** as at March 31, 2003 and the statements of operations and fund balance and cash flows for the year then ended. These financial statements are the responsibility of the company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the company as at March 31, 2003 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

The financial statements for the preceding year were audited by other chartered accountants.

Winnipeg, Canada,
May 23, 2003.

Ernst & Young LLP
Chartered Accountants

MANITOBA PRODUCT STEWARDSHIP CORPORATION
Incorporated under the laws of Manitoba

BALANCE SHEET

AS AT MARCH 31

	2003	2002
ASSETS		
CURRENT		
Cash and term deposits (note 2)	5,784,215	7,265,026
Interest receivable	21,681	17,646
Levies receivable	603,112	589,886
Prepaid expenses and deposits	10,410	10,183
TOTAL CURRENT ASSETS	6,419,418	7,882,741
Capital assets (note 3)	26,274	29,038
	6,445,692	7,911,779
LIABILITIES AND FUND BALANCE		
CURRENT		
Accounts payable and accrued liabilities	105,845	131,379
Recycling support payments payable	906,690	1,435,367
Provision for credits on levy revenue	25,000	42,914
TOTAL CURRENT LIABILITIES	1,037,535	1,609,660
FUND BALANCE		
Multi-Material WRAP Fund	5,408,157	6,302,119
	6,445,692	7,911,779

See accompanying notes

On behalf of the Board:

Director

Director

MANITOBA PRODUCT STEWARDSHIP CORPORATION

STATEMENT OF OPERATIONS AND FUND BALANCE

YEAR ENDED MARCH 31

	2003	2002
REVENUE		
Beverage levy revenue	7,237,053	6,996,701
Levy rebates	(199,124)	(176,613)
Interest (note 2)	178,072	261,632
	7,216,001	7,081,720
EXPENSES		
Programs		
Municipal		
Recycling support payments to municipalities	6,494,384	5,814,097
Municipal support	113,034	113,775
	6,607,418	5,927,872
Steward		
Compliance of WRAP Act	26,750	46,139
School Education		
STAR - school payments	354,000	360,000
STAR Plus Program	138,508	136,306
School education	130,825	126,203
	623,333	622,509
Promotion		
Sponsorship	61,338	66,213
Advertising	31,177	104,628
Anti-litter campaign	79,890	118,763
Public space recycling	876	3,619
ICI Study	-	2,140
MPSC - corporate website	1,475	1,828
Corporate research	20,918	-
Consulting and planning	1,758	-
	197,432	297,191
	7,454,933	6,893,711
Administrative (schedule)	655,030	645,911
	8,109,963	7,539,622
EXCESS OF EXPENSES OVER REVENUE	(893,962)	(457,902)
Fund balance, beginning of year	6,302,119	6,760,021
FUND BALANCE, END OF YEAR	5,408,157	6,302,119

See accompanying notes

MANITOBA PRODUCT STEWARDSHIP CORPORATION
STATEMENT OF CASH FLOWS
YEAR ENDED MARCH 31

	2003	2002
OPERATING ACTIVITIES		
Excess of expenses over revenue	(893,962)	(457,902)
Add charges to operations not requiring a current cash payment		
Depreciation	11,731	22,882
Loss on disposal of assets	-	1,240
	(882,231)	(433,780)
Net change in non-cash working capital balances related to operations		
Interest receivable	(4,035)	30,797
Levies receivable	(13,226)	7,164
Prepaid expenses and deposits	(227)	(881)
Accounts payable and accrued liabilities	(25,534)	(130,248)
Recycling support payments payable	(528,677)	189,596
Provision for credits on levy revenue	(17,914)	-
CASH USED IN OPERATING ACTIVITIES	(1,471,844)	(337,352)
INVESTING ACTIVITIES		
Purchase of capital assets	(8,967)	(9,126)
CASH USED IN INVESTING ACTIVITIES	(8,967)	(9,126)
DECREASE IN CASH DURING THE YEAR	(1,480,811)	(346,478)
Cash position, beginning of year	7,265,026	7,611,504
CASH POSITION, END OF YEAR	5,784,215	7,265,026

Cash position consists of cash and term deposits.

See accompanying notes

MANITOBA PRODUCT STEWARDSHIP CORPORATION
NOTES TO FINANCIAL STATEMENTS
MARCH 31, 2003

1. ORGANIZATION AND SIGNIFICANT ACCOUNTING POLICIES

Organization

Manitoba Product Stewardship Corporation ["MPSC"] was established under the Waste Reduction and Prevention Act ["WRAP"] – Multi-Material Stewardship (Interim Measures) Regulations [the "Regulations"] with the following objectives:

[a] To establish and administer a waste reduction and prevention program for designated materials for Manitoba;
[b] To provide for the effective, efficient and economical management of waste designated materials; and
[c] To administer the Multi-Material WRAP Fund.

The Multi-Material WRAP Fund is an industry-operated fund which provides for, among other initiatives, recycling support payments to municipal and local governments for eligible materials recovered from residential waste and delivered to an approved recycling facility. The Fund is currently funded by collection of levies on beverage containers supplied by a steward of beverage containers (Product Steward) to be consumed in Manitoba.

MPSC is exempt from income tax under Section 149 of the Income Tax Act.

Levy revenue and recycling support payments to municipalities

Levy revenue is charged on all non-deposit [excluding dairy] beverage containers supplied for consumption in Manitoba, subject to certain exemptions, by a Product Steward. Pursuant to the Regulations, a Product Steward is defined as the first person or business in Manitoba who, in the course of business, supplies beverages in containers to another person or business. Beverage levy revenue is recognized when the amount is received or receivable if the amount to be received can be reasonably estimated and collection is reasonable assured.

Product Stewards are eligible for credits if the beverage containers on which levies have been previously paid were supplied to consumers outside of Manitoba or if the levies are inadvertently paid by two Product Stewards on the same beverage containers. Levies are collected and credits are paid based on self assessments as reported by Product Stewards. MPSC records beverage levy revenue net of a provision for estimated credits.

Recycling Support Payments to municipalities are paid to registered Manitoba municipalities based on the tonnage of eligible materials delivered to an approved recycling facility as reported by the municipalities to MPSC. MPSC records a provision for estimated recycling support payments payable to registered municipalities who have not filed their recycling reports.

The above-noted provisions have been determined based on the results of MPSC's periodic compliance reviews of Product Stewards as well as management's experience and industry knowledge.

Capital assets

Capital assets are recorded at cost less accumulated depreciation. Depreciation is provided for by the following annual rates and methods:

Furniture and fixtures	20%	declining balance
Computer hardware	30%	declining balance
Computer software	100%	straight line

Financial instruments

Financial instruments include cash and term deposits, interest receivable, levies receivable, accounts payable and accrued liabilities and recycling support payments payable. It is management's opinion that MPSC is not exposed to significant interest, currency, or credit risks arising from these financial instruments. Due to their short-term nature, the book value of the MPSC's financial assets and liabilities approximates their fair value.

Use of estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingencies at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from these estimates.

2. CASH AND TERM DEPOSITS

Included in cash and term deposits are term deposits recorded at cost, held in trust by the Department of Finance of the Province of Manitoba. The term deposits bear interest at 2.85% [2002 - $1.8% to 2.0%] per annum and mature on May 9, 2003.

3. CAPITAL ASSETS

	2003			2002		
	Cost	Accumulated depreciation	Net book value	Cost	Accumulated depreciation	Net book value
Furniture and Fixtures	21,307	15,012	6,295	21,307	13,439	7,868
Computer						
Hardware	76,431	59,968	16,463	74,496	53,326	21,170
Software	143,995	140,479	3,516	136,963	136,963	-
	241,733	215,459	26,274	232,766	203,728	29,038

4. LEASE COMMITMENTS

MPSC rents office space and equipment under various leases which expire over the next three years. Future minimum lease payments required are as follows:

	$
2004	64,388
2005	18,738
2006	11,662

MANITOBA PRODUCT STEWARDSHIP CORPORATION
SCHEDULE OF ADMINISTRATIVE EXPENSES
YEAR ENDED MARCH 31

	2003	2002
Board members' expenses	17,151	14,371
Communication	16,426	16,474
Conference	963	4,630
Contract financial management	30,230	31,458
Depreciation	11,731	22,882
Equipment, leasing, repairs and maintenance	27,163	31,525
Insurance	9,459	7,190
Loss on asset disposal	-	1,240
Office	69,643	64,662
Professional fees	17,655	23,307
Promotion	3,212	3,478
Rent	42,702	43,123
Salaries, wages and benefits	399,449	371,325
Subscriptions	6,668	6,940
Travel and automotive	2,578	3,306
	655,030	645,911

See accompanying notes

BOARD OF DIRECTORS & STAFF (at time of publication)

Board

Norman B. Brandson (Chair)	Manitoba Conservation
Rudy Redekop	Publishing/Printing Industry
Keith McDougall	Retail Sector
Alexa Campbell	Consumer Association of Canada
J. Dan McInnis	City of Winnipeg
Les Magnusson	Association of Manitoba Municipalities
Steven Lupky	Association of Manitoba Municipalities
Jane MacKay	Beverage Industry
Keith Odger	Grocery Distribution
John Sinclair	Environmental Advocacy

Staff

Jim Fogg	General Manager
Michael Fernandes	Senior Manager, Municipal Programs
Darryl Nicholson	Steward Programs
Lynne Bereza	Promotion & Education Co-ordinator
Gina Borkofski	Municipal Systems Co-ordinator
David Crawford	Market and Technical Services Manager
Nathalie Balcaen	Administrative Assistant

How This Report Was Made

This annual report is printed on recycled paper with vegetable oil-based inks and bound with recycled plastic coils. Please recycle where facilities exist.

mpsc
Manitoba
Product Stewardship
Corporation

280-530 Kenaston Boulevard
Winnipeg Manitoba
R3N 1Z4

www.mpsc.com

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